

# Automotive Daily News



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## ONLY THIRD OF AUTO TAX USED FOR HIGHWAYS

**Secretary Jardine's Report Refutes Mellon Claim**

Special from A. D. N. Washington Bureau

**WASHINGTON, Dec. 9.—**Coincident with the reporting of the new revenue bill to the House, impetus has been given the fight for repeal of the tax on motor cars, instead of the proposed reduction from 5 to 3 per cent., by the annual report of the secretary of agriculture, covering the building and maintenance of Federal highways.

In admitting that only \$1 out of every \$3 contributed in taxes by motor car and truck owners has been expended on highways, Secretary Jardine has detracted from the statement of Secretary of the Treasury Mellon, who told the House Ways and Means Committee that Federal aid justifies continuation of the excise tax on automobiles.

Since 1918 the government has collected \$800,000,000 from motorists and spent \$373,000,000 on highways, it is stated in the report. Motor-car owners also paid into state treasuries for license and gasoline taxes more money than the states paid into their share in Federal aid roads in every state except New Mexico.

Federal aid built highways now total 46,486 miles. In 1925 a total of 11,329 miles were built, a new year's record, it is claimed.

The aggregate length of the projects completed during the last fiscal year was 11,329 miles, and the largest previous year's record was less than 10,000 miles, the report states. This addition brings the mileage completed since 1917 up to a total of 46,486.

In addition to the completed mileage, which includes only the projects that are entirely completed, there were under construction at the close of the fiscal year other projects, the aggregate length of which was 12,463 miles.

### BIG LICENSE OUTPUT

Olympia, Wash., Dec. 9.—A total of 343,642 sets of automobile license plates were issued by the state License Department for the 1925 season up to December 1, according to figures just announced here.

## Truck Registration for Texas in Six Months 2,818

Houston, Tex., Dec. 9.—According to the state records at Austin 2,818 heavy motor trucks were registered in Texas from April to October 31, 1925.

Sales of various well-known makes follow:

Kind.	International	Federal	Reo	Wichita	Graham	Auto Car	White	Indiana	G. M. C.	Mack	Total
	686	122	604	82	473	48	356	45	247	188	2,818

### Objects to Further Auto Tax Reduction

Washington, Dec. 9.—That he is convinced tax reductions affecting the automotive industry have been effected to their limit was made evident by Chairman Green of the House Ways and Means Committee yesterday in his address to the House. He made it clear that he feared an attempt to remove the remaining 3 per cent. tax on passenger automobiles despite the promise of the auto manufacturers that they would seek no further concessions. Mr. Green declared that nearly one-quarter of the total tax cut had been applied to repealing or lowering of the automobile taxes.

## URGE REDUCTION OF FEDERAL TAXES

**Highway Aid Also Asked by Cal. Motor Assn. in Convention**

San Francisco, Dec. 9 (U. T. P. S.).—Reduction of Federal taxes, increased Federal aid for state highways and regulation of motor carriers in Interstate commerce were recommended today at the opening session of the Motor Carriers' Association of California.

The organization, which is holding its eighth annual convention, is meeting in the Hotel St. Francis. The association represents transportation lines doing an aggregate annual business of \$30,000,000, with 22,000,000,000 in taxes.

Formation of the Pacific Coast Association of State Operators was accomplished by the delegates today. The new body will represent the Western states in all matters of Federal legislation and act as a co-operative organization, according to the intention of its members.

Officers of the association who presided at the meeting were W. E. Travis, Oakland, president; Charles F. Wren, San Francisco, vice-president; Arthur H. Samish, secretary-treasurer.

### HORNER HEADS AUTO GROUP AT WASHINGTON

Washington, Dec. 9.—Stanley H. Horner, head of Stanley H. Horner, Inc., retail distributors for the Buick in Washington, Virginia and Maryland, is the newly elected president of the Washington Automobile Trade Association.

The members drew numbers allotting spaces to them at the 1926 show, to be held in the new and spacious Washington auditorium, January 30 to February 6.

## GOODYEAR SEEKS \$15,000,000 FOR WORKING CAPITAL

### Proceeds of Financing To Be Used in Crude Rubber Deals

NEW YORK, Dec. 9.—The Goodyear Tire and Rubber Company, it is reported, will borrow \$15,000,000 through short-term financing.

An issue of notes will probably be offered for public subscription within a few days by a strong banking group.

Proceeds of the financing will be used to increase working capital and may also be applied to transactions in crude rubber, it is understood.

The notes will be a direct obligation of the company, ranking equally with ten-year 8 per cent. sinking fund gold debenture bonds, of which there were \$21,318,500 outstanding on June 30, and first mortgage twenty-year 8 per cent. sinking fund gold bonds, due 1941, of which there were outstanding on June 30, \$24,000,000.

## HEWITT RUBBER CO. IN NEW PRICE MOVE

### Outstanding Prices as of Dec. 5 Withdrawn; Advance Awaited

NEW YORK, Dec. 9.—Due to the uncertainty of the rubber situation, the Hewitt Rubber Company announce from their Eastern district office, New York, that they have withdrawn all outstanding tire and tube prices and quotations effective as of December 5.

"We are not prepared to give the definite amount of increase at this time," an official states, "but will advise the trade as soon as we can complete our figures."

The increase, however, will be as small as it can be made, consistent with advances in our costs, and consistent with market competition."

In the meantime, orders will be accepted subject to new prices when announced.

### FUNERAL OF E. P. DAY HELD IN DETROIT

Special from A. D. N. Detroit Bureau  
Detroit, Dec. 9.—Funeral services for Edgar Perdue Day, Western manager for the Chilton Class Journal Company, were held yesterday afternoon. Burial was in Grandlawn. Members of Oriental Lodge, F. and A. M., had charge of the services.

Mr. Day died suddenly of heart failure. He was a resident of Detroit for fifteen years. His wife survives him.

First Copy



TRACTOR ACCESSORIES

## M. A. M. A. DIRECTORS REJECT PROPOSAL TO MERGE WITH A. E. A.

**Resignations of President E. P. Chalfant and Director E. V. Hennecke Accepted; To Fill Vacancies at January Meeting**

NEW YORK, Dec. 9.—The board of directors of the Motor and Accessory Manufacturers' Association has unanimously voted to disapprove the proposal to merge the organization with the Automotive Equipment Association.

The question of a merger between these associations has been under discussion for several months. The two organizations are working in the same field and it was felt by members of both that a merger would make for development and progress in the industry. At its recent annual convention in Chicago, the Automotive Equipment Association voted to conclude the consolidation if the idea met with the approval of the directors of the M. A. M. A.

Directors of the Motor and Accessory Association have been giving the proposal intensive study and investigation since the matter first came up several months ago. After thoroughly considering the advantages and disadvantages of the step it has finally been decided that the interests of its membership and of the industry in general would best be served by a continuance of the M. A. M. A. as it is at present constituted, that is, an organization of manufacturers.

The board of directors of the M. A. M. A. has accepted with regret the resignation as president and director of the association of E. P. Chalfant, vice-president of the Gill Manufacturing Company, who recently accepted the executive vice-presidency of the National Standard Parts Association. Mr. Chalfant has been a director of the M. A. M. A. for two years and was elected president of the organization last January.

The board has also accepted the resignation as a director of E. V. Hennecke, vice-president of the Moto-Meter Company. Mr. Hennecke was elected a director of the association in November. He is also a vice-president of the Automotive Equipment Association.

It is not expected that these vacancies will be filled until the annual meeting, which takes place in New York during National Automobile Show Week.

### S. P. ORDERED TO REFUND ON VEHICLE FERRY RATES

San Francisco, Dec. 9 (U. T. P. S.).—The Federal District Court here decided that the Southern Pacific Company must reduce its vehicular ferry rates between San Francisco and Oakland at once and must refund about \$190,000 to passengers who have paid at the old rates since August 8.

**NEW passenger car registrations of the entire country, compiled for the week and month, will be found on Pages 6 and 7 of this issue.**

## BUDD BUILDING NEW BODY PLANT

**Structure and Machinery to Cost More Than \$1,500,000**

Special from A. D. N. Detroit Bureau

**DETROIT,** Dec. 9.—The Budd Wheel Company, Philadelphia, is at work on a new body plant here, which, when completed, will represent an outlay of more than \$1,500,000 in new buildings and machinery.

The company one year ago purchased the property of the old Columbia Motor Car Company, on Charlevoix Avenue, which formerly was operated by the Liberty Motor Car Company, and comprises about 17.5 acres of ground and buildings.

The Budd Company is erecting a four-story building, 750 feet long by 150 feet wide, for the manufacture of steel bodies, presumably for the Dodge Bros., Inc., one of its large customers.

Work on the new structure is rapidly progressing, but it is understood that production on bodies will not assume large proportions until spring.

The new building will be of steel and concrete construction. It is being arranged for progressive, efficiency production of bodies, the steel sheets being taken into the building at one end and the semi-finished body being removed at the other.

When the work is completed and the company in production it is said that a force of about 3,000 mechanics will be employed.

At present a number of Dodge bodies are being produced at the Philadelphia plant of the Budd Wheel Company and other places. The erection of the local plant of the Budd Company will assure a more consistent flow of bodies, especially of the closed type for Dodge Brothers.

## Malleable Castings Factory Is Ready

**Flint, Mich., Dec. 9.**—The Flint Malleable Castings Company has issued invitations to the public to attend the formal opening of the factory tonight.

The first unit of the factory in Flint's new industrial district on the East Side Belt Line Railroad was recently completed and is just entering on production.

The company will specialize in the manufacture of malleable castings and already are filling orders for Flint automobile concerns.

Local factories use approximately fifty thousand tons of malleable castings a year in the past, and these have all been shipped in from the outside. The first unit of the new factory has a yearly capacity of about five thousand tons of castings or about one-tenth the needs of local automobile factories.

John M. Barringer, veteran foundryman, is the president and general manager. Other officers are Carl Bonbright, vice-president and secretary, and E. W. Atwood, treasurer. The concern has been financed by local capital.

## TROLLEY CO. AT YAKIMA NOW ASKS FOR BUS PERMIT

**Olympia, Wash., Dec. 9.**—Auto buses will replace street cars in Yakima if an application made to the State Department of Public Works is granted to the Yakima Valley Transportation Company, which proposes to take up its tracks and substitute motor buses.

The application, filed by N. C. Richards, president of the company, states that the rail line has been in service since 1911, but that it is now believed that motor buses can be operated more economically.

**PAIGE-JEWETT WINNERS.** Below are shown the winners in the recent nationwide sales contest conducted by the Paige-Detroit Motor Car Company. They were photographed while in Detroit as guests of the company.



## SEEK TO RAISE RUBBER IN U. S.

### Production Seen Poss- ible in Florida and California

Special from A. D. N. Washington Bureau

**Washington, Dec. 9.**—On account of the increase in the price of tires, casings and other rubber products in the United States, there is an acute demand for information regarding rubber production possibilities in Florida and California, the annual report of the secretary of agriculture declares.

About three times as much rubber is used in the United States as in all the rest of the world, says Secretary Jardine, who declares "the present development of our civilization could hardly be maintained without rubber."

"Interest in the possibilities of rubber production," the report explains, "is intensified by large areas of unused or partially used lands in the United States, especially in the southern and southwestern regions, where rubber production might be feasible if suitable plants were discovered and methods of utilization devised."

Secretary Jardine points out that several of the tropical rubber-producing species thrive and appear well adapted to conditions in southern Florida.

"Although the East Indian plantation system of production apparently would not be feasible in Florida on account of the high cost of labor," he declares, "it is not impossible that other systems and methods of production and extraction of the rubber may be developed."

"Popular interest in such possibilities of tropical development in southern Florida is very acute among the thousands of new settlers who are now establishing themselves in the more tropical districts. Although private cooperation may contribute to earlier solutions of the experimental problems, commercial plantings of rubber cannot be considered advisable until practical methods of handling the crop under the Florida conditions have been devised and demonstrated."

"Rubber plants that are natives of dry regions are being tested in California. Special attention is being given to one of the native species of milkweed, which appears to be the most promising from the standpoint of growing on waste lands and of producing the largest quantity of rubber-bearing material readily and cheaply."

## Packard Establishes Export Shipping Dept.

Special from A. D. N. Detroit Bureau

**Detroit, Dec. 9.**—A new boxing and shipping department, devoted to export business alone, has been established at the Packard Motor Car Company plant. Each car destined for export shipment is packed in a specially built box, made watertight.

In one part of the department is a sawmill that cuts the lumber to the proper sizes. The bottom or floor of the packing case is made first and the process of manufacture follows closely the line of general automobile assembly.

Railroad cars are run into the building and spotted so that a traveling crane picks up the boxed automobile and swings it from scales at the end of the assembly line to the freight car.

## MOTOR OUTPUT TO INCREASE IN 1926

### Kroh Predicts Big Year For Industry in Talk At Salt Lake City

Special from A. D. N. Washington Bureau

**SALT LAKE CITY, Dec. 9.**—A. R. Kroh, manager of the retail development bureau of the N. A. D. A., in a talk at the Hotel Utah yesterday before about 200 dealers and salesmen, members of the local branch of the Intermountain Automotive Trades Association, declared that the year 1926 will no doubt see the biggest improvement in the automobile business in the history of the industry.

He said there will be an increase in production.

Mr. Kroh discussed the used car problem at some length. He said this problem has proved a death knell to the business of the automobile dealer. He said he expected to see automobile dealers in the not distant future refuse to accept used cars as part payment on new machines. The speaker pointed out that in no other business is this done.

L. N. Shaw of St. Louis, who is the field representative of the N. A. D. A., spoke on the proportional expenses in the various branches of the automotive business.

## UNIFORM INVOICE PLAN APPROVED

### Diehl of Ford Co. Per- fects System Which Nets Big Saving

Special from A. D. N. Detroit Bureau

**DETROIT, Dec. 9.**—F. H. Diehl, purchasing agent of the Ford Motor Company, is the father of the uniform invoice idea, which has met with immediate approval from big business, and which will be in practically universal use by the first of the year.

Like most other advances, the idea is simple enough. It was suggested to Mr. Diehl by the overwhelming variety of sizes and styles of invoice forms received by the Ford organization, which buys everything from diamonds to blast furnaces and from locomotives to pins.

"The invoices," says Mr. Diehl, "came to us in every conceivable size and form. Each one had to be examined carefully to find out where the goods were shipped from, what the terms were, how shipped and how priced—f. o. b. or otherwise. Our plan is simply to group all of this necessary information in one corner of a uniform size invoice blank."

"When we get a uniform invoice we know at a glance just what we need to know. The uniform size, of course, simplifies filing. An enormous saving of time results, with fewer people needed to handle the same number of invoices. Another thing is that with a uniform system one invoice form can be made to serve for a large number of items. Under the old system one firm that sold us six articles sent us six invoices; now one invoice covers all of them."

"The use of uniform invoice blanks will save business management \$15,000,000. This saving will come from reduction of clerical forces and time consumed in handling; in the postage required and in paper and envelopes for the forms and mailing, and in office equipment required. We have even measured the mileage of travel of typewriter carriages that we save in the Ford offices by using the new system."

"Approximately 1,000 big firms have already adopted the plan and letters are being received every day from others who are changing to it as soon as present stationery supplies are exhausted. The Ford company's savings alone are put at \$2,000,000."

## BUFFALO WEARS GARB OF CHEER

### Business Brisk and Promises to Be Livelier This Month

**Buffalo, N. Y., Dec. 9.**—Business continues brisk in Buffalo and the majority of automobile, tire and accessory dealers are optimistic regarding the future. There are solid reasons for this optimism.

During November bank debits and clearings of Buffalo's commercial banks made record totals for any November on record and averaged nearly 24 per cent. greater than the same month last year. There is plenty of money to be spent.

The state census, recently published, shows that the towns of Erie county, in which Buffalo is situated, made a gain since the last census of 24,185 and the cities a gain of 24,743. The total population of the county is 693,616. There is a constantly increasing population to sell automobiles to.

Building construction has been showing recent gains, the last weekly report showing a gain of \$19,215 over the previous week. Since then building permits have been on the increase. Building construction is usually a good index of a community's buying capacity.

There is much industrial activity throughout western New York, especially in some of the cities surrounding Buffalo. Olean, for instance, is showing a considerable increase in employment and payrolls. Jamestown is going ahead.

Mercantile stocks are not as large as they were a year ago, but that is due to the increasing tendency to carry smaller stocks, buying more frequently in the interests of more rapid turnover and greater profits.

The Retail Merchants Association of Buffalo estimates that the downtown business establishments will do a holiday business during this month of close to \$12,000,000, which will be the biggest Christmas business ever recorded here. Accessory dealers will get their share of this business.

All in all, business conditions are excellent and the automotive trades should get their share of business during December. Most dealers feel that the customary falling off in sales just prior to the January show season will not be anywhere near as severe this year as it usually is.

## New Anti-Freeze Product Reported

Special from A. D. N. Washington Bureau

**Washington, Dec. 9.**—The United States Bureau of Standards is understood to have approved another anti-freeze preparation meeting its requirements as reported to the American Chemical Society by Dr. C. O. Curme, Jr., of the research laboratory of the Carbide and Chemicals Corporation of New York.

It is pointed out that the new preparation is destined to take the place of alcohol as an anti-freeze as it will not boil away and can be left in the cooling system during all seasons of the year.

Ethylene glycol, while a new product, has been known since 1856, the bureau experts state. Ethyl alcohol alone, it is pointed out, has been giving results approaching satisfaction, last year approximately 28,000,000 gallons of this material being sold in the United States.

### MICHIGAN REPRESENTED

Special from A. D. N. Detroit Bureau

**Detroit, Dec. 9.**—Michigan is represented in twelve of the 145 routes recently designated as United States highways by the Department of Agriculture. These represent a total mileage of 75,884.

**In New and Used Car Marts****REPORTS ON NEW CAR BUSINESS**

Boston, Dec. 9 (U. T. P. S.)—Four days of rain slowed down business in new cars last week to a certain extent, but taking the storm into consideration, business was good. This week salesmen anticipate a rush of orders to recompense for the losses sustained by last week's rain.

This week should be one of the best ever recorded in the month of December at any time, for the Christmas clubs of the banks will pay their members this week, large delegations of shoppers will be in town from the outlying cities and towns throughout New England and results will begin to show from the Sunday newspapers which bristle with Christmas automobile ads.

Never before have distributors, dealers and agents made such a drive for automobiles as Christmas gifts as at present. Many have reported already that they are getting business from the Christmas clubs.

Ford, Chevrolet, Chrysler, Peerless, Hudson, Essex, Dodge, Buick, Jewett are some of the cars that are doing lively Christmas club business.

Packard, Pierce Arrow, Marmon, Lincoln are selling for Christmas gifts on a slightly different plan to a different class of buyers, but many of these are being sold on notes.

Automotive dealers and bankers are just giving the deferred payment plan a lot of thought, especially as to its merits in the future, say a year of two hence.

While the automotive men were pioneers in what is termed the deferred payment plan of acquiring merchandise, its use has extended to so many other lines that it is a growing and serious problem.

**Bright Year Ahead For Oakland, Cal.**

Oakland, Cal., Dec. 9.—With 1925 swinging into the final stretch, conditions look exceedingly bright as far as Oakland is concerned as an automobile distributing point.

H. W. Curtis, sales manager in charge of factory branches, reports that the Durant Motor Company of California plans the manufacture and sale of 50,000 automobiles on the Pacific Coast during 1926. Star and Durant retail organizations throughout this territory have exceeded their quotas regularly for the past twelve months.

Chevrolet will close its books the first of the year with 50,000 sales for this region since last January 1, according to officials. F. N. Coats, regional sales manager for Chevrolet, with headquarters here, has set a mark of 75,000 deliveries for 1926. Chevrolets are being delivered at an average of a thousand a week. A special advertising campaign for the Pacific Coast, one of the largest ever launched out here, will continue through the coming year.

Willys-Overland, Inc., has evidenced its optimism regarding future sales for Willys-Knight and Overland cars in the West, by the erection of a factory branch here.

**Fords Predominate In Waco, Tex., Sales**

Waco, Tex., Dec. 9.—Fords predominated in last week's new car sales.

The closed car is the best seller in central Texas now. The approach of winter has caused a big decline in open models and a subsequent increase in sales of the closed designs.

Chevrolets were dispensed in large numbers during the week by the Waco Chevrolet Company. The coupe proved the most popular in this as well as other lines. Next came the Chevrolet touring.

**REPORTS ON USED CAR BUSINESS**

Philadelphia, Dec. 9 (U. T. P. S.)—While a small quantity of used closed cars has been sold the past week, second-hand automobiles of open type, especially touring cars, are glutting the market, and numerous devices are being tried to move them.

One or two dealers recently tried shipping a small number of used touring cars to Florida, in the hope that they might be purchased by persons staying in the winter resorts. Because of the "fly-by-night" character of some persons now haunting these resorts, however, it has been found either impossible or extremely difficult for automobile financing companies in those localities to finance deals. They claim that there are too many persons in Florida now who are "flush" today and "broke" tomorrow.

Automobile dealers in cities near Philadelphia tried the same experiment with similar results. Some years ago a number of concerns shipped used cars in quantity down South, and had considerable success in selling them to workingmen. It appears now, however, that the South is no market for used cars from the North.

Free driving lessons, several days free trial and offers of twelve months in which to pay for used open cars do not seem to get any response worth while. The same plans tried in connection with cars of closed type, especially sedans, have had better results, but thus far they have been nothing to boast about.

**Used Car Mart Improves in Cohoes**

Cohoes, N. Y., Dec. 9.—Reports from various dealers show that the used car market is continuing in a healthy condition, with virtually all of the opinion that business is better during the last few weeks than for the same period last year.

Christmas clubs are starting to distribute their annual savings, and dealers consequently look for an increased demand during the next two weeks, as sums paid out formerly to employees in this manner have in many cases supplied the initial payment on a used car.

Dealers here are also agreed that "Used Car Week" similar to one held recently in Albany would also help to clear up stocks which have again assumed large proportions.

It is the opinion of the majority of dealers that the recent reduction in the Federal tax on passenger cars was not sufficient to have any material effect on sales.

**"Buy Used Car Now" Drive in Syracuse**

Syracuse, N. Y., Dec. 9.—"Buy a Used Car" is the slogan of Syracuse automobile dealers this month. One newspaper is carrying a series of five used car sections of four pages each that bring home to the public the advantage of securing cars at their lowest quotations. The pages are filled with advertisements of the local used car firms, as well as new car dealers with used car stocks.

So effective has been this campaign that several dealers have requested increased space in the sections as they appear weekly. While no definite figures are available, William H. Clegg of the Nash Sales Company; Charles G. Hanna, Ford dealer; Jerome K. Rutherford, Overland distributor, and others say that their used car sales are considerably ahead of a year ago.

**Paige-Jewett Plans for Ohio**

Cleveland, Dec. 9.—Plans for sales of Paige and Jewett cars in northern Ohio and western Pennsylvania in 1926 were outlined here Saturday at a meeting of the fifty-eight dealers and many of their salesmen connected with the organization of the Paige Ohio company, distributor in the Cleveland district.

The excellent sales record of the organization during 1925 was revealed by W. A. Hall, general manager of the Paige Ohio company, at a luncheon meeting attended by more than 100 dealers, salesmen and officials of the distributing organization.

Among the other speakers were J. W. Ferguson, assistant general manager, and C. A. Wells, auditor of the Paige Ohio company; A. B. Garrett, advertising department; F. B. Denzel, district manager of the mechanical department, and G. B. Tannet of the financial department of the Paige Detroit Motor Car company.

**CHEVROLET OFFICIALS CONFER WITH DEALERS**

San Antonio, Tex., Dec. 9.—J. E. Grimm, advertising manager of the Chevrolet Motor Company; R. K. White, sales promotion manager of the factory and C. E. O'Meara, manager of the Chevrolet Motor Company of Texas with offices in Dallas, and W. D. Harwood, local representative for the factory, met in a sales conference with members of the two San Antonio dealers recently. About twenty-five were present at the meeting and luncheon.

Cleveland, O., Dec. 9.—The Moon Motor Car Company of Ohio was incorporated today at Columbus by Secretary of State Thad H. Brown. The new corporation is to be headed by E. M. Todd, Moon and Diana distributor for northeastern Ohio.

**Distributor Doings****HUDSON-ESSEX SALES**

San Francisco, Dec. 9 (U. T. P. S.)—More than \$9,000,000 worth of Hudson and Essex motor cars have been sold in northern California and Nevada during the period from January 1 to October 31, according to B. M. Taylor, general manager of the H. O. Harrison Company, Hudson-Essex distributor. The estimate was made on the basis of an average of \$1,225 a car, 7,415 cars having been sold.

**HOWARD ANNIVERSARY**

Oakland, Cal., Dec. 9.—The local branch of the Howard Automobile Company joined the rest of their coast-wide organization last week in the celebration of Charles S. Howard's twentieth anniversary as Buick dealer and distributor on the Pacific Coast.

Two decades ago Charlie Howard sold his first Buick from a small store in Golden Gate Avenue, San Francisco.

Today Mr. Howard has large branches of his San Francisco headquarters in Oakland, Portland, Ore., and Los Angeles. He is said to be one of the largest distributors of automobiles in the world.

**IN NEW QUARTERS**

San Antonio, Tex., Dec. 9.—The Tobin-Thornton Company of this city, distributor of the Pierce-Arrow, has moved its quarters to 1515 Main Ave., the building formerly occupied by the Crawford Motor Company.

**ROLLS-ROYCE SOLD OUT**

Detroit, Dec. 9.—The Bemb-Robinson Company, local distributor of Rolls-Royce, has sold its 1925 quota. T. W. McGannon, sales manager, says: "We have one car on our floor now. When that is sold we cannot make delivery of a Rolls-Royce until March."

**CHRYSLERS MAKE HIT IN SO. AFRICA**

Johannesburg, British S. A., Dec. 9 (U. T. P. S.)—The Chrysler sixes and fours have made good here among the townspeople and the farmers. The name was made known by energetic publicity on the part of the Transval and Orange Free State agents some time before the actual car arrived.

Since then Chrysler cars have appeared on the roads in increasing numbers. The light weight and high power, specially for country work, and the good looks have made an appeal in the towns.

As an instance of the increase in Chrysler business, a large new garage to accommodate 100 cars has been built in Johannesburg. This is in addition to the commercial premises already in use.

The new four cylinder model is likely to have even greater popularity than the six, as it is in a class where greater sales are possible.

South African motorists also are awaiting the arrival of the recently announced Hupmobile Six with interest. The straight-eight model, in view of the limited sale for cars of its price in the Union, has proved a success, and the new six should also get its fair share of business.

Hupmobile cars are handled by one of the largest dealer organizations in the sub-continent, Hupp Garages, Ltd., with branches in all the important centers.

**TO DISTRIBUTE GARDNER**

Columbus, O., Dec. 9 (U. T. P. S.)—H. B. Snyder, who has been identified with the Snyder Automobile Company for many years, has withdrawn and organized the Snyder Sales Company. He will act as central Ohio distributor for the Gardner.

*for Economical Transportation*

**CHEVROLET**

Next year's business has already started for Chevrolet dealers. Hundreds of people are making regular payments now on a Chevrolet 6% Purchase Certificate to apply on the new Chevrolet they expect to get next spring.

CHEVROLET MOTOR COMPANY, DETROIT, MICH.

Division of General Motors Corporation

Touring . . . . .	\$525	Coupe . . . . .	\$675	Commercial Chassis . . . . .	\$425
Roadster . . . . .	525	Coach . . . . .	695	Express Truck Chassis . . . . .	550

ALL PRICES F. O. B. FLINT, MICHIGAN

Q U A L I T Y A T L O W C O S T

# Automotive Daily News

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## Showroom Expense

THERE has recently been much discussion of the question of showroom expense. Many authorities hold that too large a proportion of our dealers are working for the landlord instead of for their own pocketbooks. In other words, in their desire to make an impressive showing, some dealers are spending more money in rent and decoration than their business justifies.

R. T. Hodges, sales manager of Rickenbacker, recently pointed out in the *Automotive Daily News* that most automobile buyers arrive at the salesroom in cars. The location of the automotive merchant's place of business makes little difference to the average car buyer. With shops carrying the sort of lines that are bought by pedestrians, a central location is essential. Drug stores, cigar stores, shops dealing in women's wear, must have a location where the volume of pedestrian traffic is high, unless they are simply small neighborhood shops.

Of course, the individual dealer will have to decide exactly how much of an investment he must make in rent and decoration, but it does seem as if many automotive merchants could curtail "landlord expenses" without lessening the efficiency of their organization or the potency of their appeal.

## Winter Bus Service

ONE of the arguments advanced against motor bus transportation as opposed to the railway has been the difficulty of maintaining service through heavy snowstorms. In Minnesota they have just had an opportunity of experiencing actual winter conditions, and the buses have come through magnificently. The bus operating companies and the state highway authorities co-operated in keeping the roads open. Snow plows were used, in many cases being driven ahead of tractors.

In the northern part of the state the snow was driven before a forty-mile gale in zero weather. Heavy drifts piled up, but the buses kept steadily moving. They carried their normal quota of passengers and maintained their schedules, while railway trains were running anywhere from half an hour to five hours late.

No wonder that C. M. Babcock, state highway commissioner, hailed the feat as marking the dawn of a new highway era for Minnesota. It marks the beginning of a new era for the whole country.

## Who's Looney Now?

**I**N Washington state an ingenious legislator has just introduced a bill which would require all cars to be equipped with an automatic speed indicating device. This delightful bit of compulsory equipment would show the speed at which the car is traveling by flashing different colored rays of light. Up to twenty miles an hour the speed indicator would show a white light. From twenty to thirty-five miles a green ray would be flashed, while a red beam would show that the car had passed the thirty-five mile limit. Failure to install the indicator would constitute a misdemeanor with a jail sentence as the reward.

Why take half measures like this? Instead, let's have a pistol automatically set to blow out the driver's brains after the speed of the car passes the mystic thirty-five. If the Washington legislator reads this we offer him the idea for whatever use he may care to make of it, without royalty or fee.

## Show Salesmanship

By Ralph Schrenkelsen

### MAKE SHOW WEEK A GOOD USED CAR WEEK

Of course, the fundamental purpose of an automobile show is to increase the sale of new cars.

However, in spite of the new car appeal of the local show, and the magnitude of the national show, there is an opportunity for the distributor or dealer to do more than sell new cars during them.

Not every one who attends the show is interested in the purchase of a new car.

There are hundreds of people in attendance who cannot afford a new car, and some who prefer a used car for various reasons.

If the salesmen are instructed to try to determine whether or not a visitor may be interested in a used car, it may be the means of moving a great deal of stock out of the used car department.

It is particularly important that some thought be given to the sale of used cars during and immediately preceding the show.

With a comfortably low stock on hand, the dealer is able to take just that many more in trade and it will be found that deals which otherwise might have to be passed up because of the amount of capital already tied up in used cars can be accepted.

A complete list of the used cars the dealer has on hand should be in the hands of each salesman before he goes on duty in the booth.

If the prospect declares that the new car costs more money than he intended to spend, that is the cue for the salesman to refer to his used car list and to offer the prospect the nearest thing to the model at which he has been looking.

It is well for salesmen to take it for granted that every one who visits the show is there to buy a car.

But it must not be taken for granted that they are all there to buy new cars.

It is a peculiar truth that, regardless of the type or make of car he is interested in, when a man visits the show he will generally take the time to inspect all of the cars exhibited.

If, during his talk, the salesman believes that price is the barrier that is keeping him from making a sale, he is letting a fine opportunity slip if he does not at least mention one or two used cars that his employer may have on hand.

Used car sales result in commissions for the salesman, and they result in broader sales activities for the dealer.

### VELIE SALES GROUP HAS SALES MEET AT MOLINE

Moline, Ill., Dec. 9.—Sales service and advertising plans for 1926 were topics of a two-day sales conference of Velie district sales representatives at the Velie Motors Corporation headquarters last week under C. W. Hadden, general sales manager. C. M. Gustine, service manager; H. C. Snow, chief engineer; A. M. Taylor, advertising manager; Le Roy T. Goble, Critchfield & Co., advertising agents, and L. T. Murphy, assistant sales manager, just returned from a western trip, were speakers. Representatives in attendance were: G. C. Morgan, Chicago; R. A. Spillane, New York; A. E. Anderson, San Francisco; Al Kinnear, Omaha; F. W. Poggenburg, Philadelphia; Willard L. Velie, Moline, and J. C. Muir, Pittsburgh.

### TO DIVERT FLINT TRAFFIC

Flint, Mich., Dec. 9.—Heavy traffic on the Dixie Highway will be diverted from the congested area of Flint by a new road, which is to be constructed east of the city.

## STATE CONSIDERS INSURANCE LAWS

### Pennsylvania Legislature to Take Question Up in January

Pittsburgh, Pa., Dec. 9.—The next session of Pennsylvania's Legislature, to start in January, 1927, will, in all probability, have the automobile insurance question to wrestle with.

Unmistakable signs of a coming storm for the companies now writing insurance are seen throughout the state, and in many sections there is to be organized effort to elect only those representatives who are pledged to compulsory insurance issued through the state.

The plan of those who are advocating the change is to put automobile insurance—in Pennsylvania—on the same basis as the present workmen's compensation law.

The biggest benefit to car owners and dealers, of course, would be in the matter of cost, for present rates would probably be cut in half. The other benefit—regarded by many as more beneficial than the matter of cost reduction—would be to halt the bickering and bantering, "passing the buck," etc., that now attend every automobile accident, whether large or small.

It is pointed out that insurance companies now only indemnify their policy holders against loss or lawsuit, whereas, under state supervision on the workmen's compensation plan, the matter of liability would be determined by a referee.

Under this plan insurance would be issued with a license and no license would be issued without insurance, thus protecting all motorists.

A member of the Legislature at the last session, commenting on the question after being approached by some of his constituents, had this to say:

"The time has come now when the state must take some action."

There are too many automobiles being operated without insurance and there is too much bickering by insurance companies over the accidents. The State Workmen's Compensation law ended a lot of difficulties for mills and factories and their workers, and an automobile insurance law on the same plan will end a lot of difficulties for motorists as well as for victims of accidents. There are entirely too many automobile insurance companies now and too many persons making a profit out of automobile insurance. The net result of the overcrowding of the business is that those who have policies—or their victims—are the sufferers and in many cases persons who are without doubt entitled to damages are forced to go to court to collect. The insurance companies do not seem inclined to pay a cent without a court fight, and although insurance companies almost without exception simply indemnify their policy holders against loss or suit, few of the policy holders know this.

"The thing that is most needed now is a referee, or some sort of a court, to settle damage claims without all the formality and long waiting that attend a trial in the civil courts. I know of a recent case where two cars crashed, and although one of the drivers virtually admitted responsibility, his insurance company refused to pay without suit, on the grounds that the occupants of the other car, all of whom were badly hurt, and some permanently injured, could furnish no proof of the other driver's liability except from their own testimony."

Local motor clubs are planning to fight the companies with their own insurance until such time as they may obtain laws that will prevent the companies from assuming their present independent attitude.

### HOLD POPULARITY CONTEST

London, Dec 9 (U. T. P. S.)—A competition to decide by vote which are the ten most popular cars in Britain was organized recently by a well known dealer. The following placings resulted: Morris, Austin, Standard, Rover, Singer, Citroen, Clyno, Wolseley, A. C. and Essex.

## Coming Automotive Events

### DECEMBER

- 10—Indianapolis, Ind. Society of Automotive Engineers, meeting of the Indiana section.
- 10—Indianapolis, Ind. Regular dinner of the Society of Automotive Engineers, Hotel Severin.
- 11—Los Angeles, Cal. Annual dinner of the Society of Automotive Engineers of Southern California, City Club.
- 11—Washington, D. C. Meeting of the Society of Automotive Engineers of the Washington section, Cosmos Club.
- 14—Cleveland, O. Meeting and dinner of the Society of Automotive Engineers, Hollenden Hotel.
- 15—Buffalo, N. Y. Transportation meeting of the Society of Automotive Engineers, Statler Hotel.
- 16—Dayton, O. Meeting of the Society of Automotive Engineers, Engineers Club.
- 5-16—Baltimore, Md. Annual Automobile Show.
- 5-16—Washington, D. C. Chamber of Commerce of the United States, national distribution conference.
- 17—Detroit, Mich. Meeting of factory representatives of the Society of Automotive Engineers, General Motors Building.
- 18—Chicago, Ill. Talk on "High Efficiency Engines," Society of Automotive Engineers, Engineers Club.
- 7-20—Buenos Aires, Argentina. Eighth annual Argentine Auto Show.
- 29—San Francisco, Cal. Meeting of the Society of Automotive Engineers of Northern California, Engineers Club.

### JANUARY

- Waterbury, Conn. Waterbury Automotive Dealers' Association, annual auto show. Date not set.
- 16-23—Philadelphia, Pa. Philadelphia Automobile Show.
- 9-17—Milwaukee, Wis. Eighteenth Annual Automobile Show.
- 11-13—New York City. Second World Motor Congress for Foreign Automotive Officials.
- 11-16—New York City. National Automobile Show.
- 14—New York City. Society of Automotive Engineers, annual dinner. Hotel Astor.
- 21-22—Buffalo, N. Y. Winter sectional meeting of the American Society for Steel Treating.
- 16-23—Newark, N. J. Nineteenth Annual Newark Automobile Show.
- 16-23—Philadelphia. Twenty-fifth Annual Automobile Show.
- 16-23—Cincinnati, Ohio. Automobile Show.
- 16-23—Milwaukee, Wis. Automobile Show.
- 16-23—Buffalo, N. Y. Twenty-fourth annual automobile show.
- 18-23—New York City. Twelfth National Motorcycle, Bicycle and Accessory Show, Madison Square Garden.
- 18-23—Columbus, Ohio. Columbus Automobile Dealers' Association, Motor Hall Show.
- 19-21—Los Angeles, Calif. American Petroleum Institute, sixth annual meeting.
- 20-22—Detroit, Mich. National Society of Automotive Engineers.
- 21-22—Detroit, Mich. Michigan Independent Oil Men's Association.
- 23-30—Montreal, Canada. Annual Motor Show.
- 23-30—Cleveland, O. Cleveland Automobile Manufacturers and Dealers' Association, automobile show.
- 23-30—Cleveland, O. Automobile Show.
- 23-30—Baltimore, Md. Twentieth Annual Automobile Show.
- 23-30—Detroit, Mich. Twenty-fifth Annual Automobile Show.
- 23-30—Brooklyn, N. Y. Fifteenth annual automobile show.
- 26—American Road Builders' Association. Good Roads Week.
- 26-29—Detroit, Mich. Society of Automotive Engineers, annual meeting.
- 27—Detroit, Mich. Michigan Highway Association.
- 27-30—Scranton, Pa. Scranton Motor Trades Association Auto Show.
- 27-30—Detroit, Mich. Michigan Automotive Trades Association Sixth Annual Convention.
- 30-Feb.—Chicago. Eleventh Annual Chicago Automobile Show.
- 30-Feb.—Washington, D. C. Automobile Show.
- 30-Feb.—San Francisco. Tenth annual Pacific Automobile Show.
- 30-Feb.—Chicago, Ill. Eleventh Annual Automobile Show, Hotel Drake.
- 31-Feb.—Chicago, Ill. National Auto Show.

### FEBRUARY

- 2-6—Denver, Colo. Denver Automobile Dealers' Association, annual show.
- 9—Springfield, Ill. Illinois Automotive Trade Association, annual convention.
- 6-13—Providence, R. I. Rhode Island Automobile Dealers' Association, annual automobile show.
- 6-13—Minneapolis, Minn. Minneapolis Automobile Trade Association, Northwestern automobile show.

# Financial News of the Automotive Industry

## DURANT REPORTED BUYING STOCK OF STEWART-WARNER

Wall Street Hears He Has Acquired 25 P. C. Stock Interest

**N**EW YORK, Dec. 9.—Reports widely circulated in the financial district, but which lack official confirmation, indicate that William C. Durant, head of Durant Motors, has acquired in the open market a 25 per cent. stock interest in the Stewart-Warner Speedometer Corporation. The office of Mr. Durant would neither confirm nor deny the report.

The circulation of the report was mainly responsible for a sharp rise in the Stewart-Warner stock. That there has been heavy buying of the stock lately here and in Chicago is disclosed by the record of dealings, but whether the buying has been for the account of Mr. Durant has not been definitely established, although persons said to be close to him insist that the shares have been accumulated for him.

According to the information in Wall Street, Mr. Durant recently sold to Stewart-Warner certain property which has been devoted to the manufacture of radio accessories, a field which Stewart-Warner entered a short time ago. Since its entrance into the radio field Stewart-Warner is reported to have increased its production of receiving sets to more than 1,200 a day, and its ultimate production is expected to be approximately 2,000 a day.

The object of Stewart-Warner in entering the radio field is to keep its plants busy throughout the year, the sales of receiving sets being heavier in winter when business in auto accessories is generally lighter.

## Car Loadings Drop Because of Holiday

**W**ASHINGTON, Dec. 9.—Loading of revenue freight totaled 923,213 cars in the week ended November 28, according to reports filed by carriers today with the American Railway Association. Not only was this an increase of 44,082 cars over the same week last year and of 88,132 cars over the corresponding week of 1923, but also an increase over similar weeks in 1920, 1921 and 1922. The total for the week of November 28 was a decrease of 134,461 cars under the preceding week, but this was due to the observance of Thanksgiving Day.

## November Steel Output Third Highest in 1925

**N**ew York, Dec. 9.—The output of steel ingots in November approximated 3,907,353 gross tons, comparing with 3,893,028 tons in October and 3,121,149 tons in November of last year, according to figures compiled by the American Iron and Steel Institute. For eleven months production was 40,211,069 tons, against 33,241,906 tons in corresponding period of 1924.

These figures are based on reports by companies which in 1924 produced 94.43 per cent. of the country's total. These companies made 3,689,713 tons in November, against 3,676,186 tons in October and 2,946,899 tons in November last year. In eleven months they made 37,971,310 tons, against 31,386,047 tons a year previous.

## Home of Studebaker Enjoys Prosperity

**S**OUTH BEND, Ind., Dec. 9.—South Bend, famous as the home of Studebaker, is looking forward to continued industrial prosperity next year. The local Chamber of Commerce reports that building permits for November totaled \$1,000,000, which indicates a total for 1925 \$9,000,000, or double the 1924 total. More than 1,200 homes were constructed in the city. At present activities at the automobile plants of Studebaker are not pronounced, as they are preparing for inventory and the holiday season. Effective January, however, the management plans to enter a production schedule of 42,000 cars for the first quarter, which will compare with around 30,000 produced in the final quarter of 1925, the company's most prosperous year.

## STORAGE BATTERY CO. VOTES EXTRA

### Midland Steel Products Company Also Orders Special Dividend

**N**EW YORK, Dec. 9.—Directors of the Electric Storage Battery Company have declared an extra dividend of \$1 and a quarterly dividend of \$1.25, payable January 2 to stock of record December 18. The previous rate was \$1 quarterly, with \$1 extra at the end of the year.

The Goodyear Tire and Rubber Company of Canada has declared the regular quarterly dividend of 1% per cent. on the preferred, payable January 2 to stock of record December 14.

The Midland Steel Products Company has declared an extra dividend of \$1, in addition to the regular quarterly dividend of 2 per cent., on the 8 per cent. cumulative participating preferred; also an extra dividend of 47 cents and the regular quarterly dividend of \$1 on the common, all payable January 1 to stock of record December 18. The extra dividend disbursements are allotted 80 per cent. to the participating preferred and 20 per cent. to the common stock. All of the company's bonds will be retired February 15.

The Maryland Oil Company has declared a dividends of \$1 a share, payable December 31 to stock of record December 19. This is an increase of 25 cents a share over the previous dividend, which had been 75 cents a share since payments were resumed in May of this year.

Daily output in November for the entire industry in the United States approximated 156,294 tons for twenty-five working days. This is an increase of 12,108 tons, or about 8.4 per cent., over the 141,186 tons produced daily in the twenty-seven days of October. Daily output in November, 1924, was 124,846 tons.

November aggregate tonnage produced was the third highest in 1925, being exceeded only by January and March. Indications are the entire year's output will top the record of 43,619,200 tons produced in 1917.

Output by processes in November by companies reporting to the institute was: Open hearth, 3,091,281 tons; Bessemer, 581,347 tons; all others, 17,085 tons.

## RANGE OF AUTOMOTIVE STOCKS NEW YORK STOCK EXCHANGE

Previous, 1925	High	Low	Div.	Sales	High	Low	Close	Net Change
29	13	—	—	Advance Rumely	200	17 1/2	17 1/2	—
15 1/2	9 1/2	—	—	Ajax Rubber	200	10 1/2	10 1/2	—
95	71 1/2	6	—	Allis-Chalmers	800	91 1/2	91	—
104 1/2	103 1/2	7	—	Allis-Chalmers pf	1,000	108 1/2	108 1/2	+ 2 1/2
54 1/2	26 1/2	—	—	Am. Bosch Magneto	31,500	31 1/2	31 1/2	+ 2 1/2
20	11 1/2	1	—	Am. L. France	1,300	31 1/2	31 1/2	+ 2 1/2
44 1/2	27	1.50	—	Briggs Mfg. Co.	4,400	88	87 1/2	+ 1/2
52	27 1/2	3	—	Chandler Motor	1,800	48 1/2	47 1/2	- 1
252	108 1/2	—	—	Chrysler Corp.	39,700	225 1/2	210	- 13 1/2
111 1/2	100 1/2	8	—	Chrysler Corp. pf	400	108 1/2	108	-
15 1/2	8 1/2	.80	—	Continental Motors	9,800	12	11 1/2	+ 1/2
48 1/2	21 1/2	—	—	Dodge Bros. A.	62,800	44 1/2	43 1/2	+ 1/2
91 1/2	73 1/2	7	—	Dodge Bros. pf	1,400	88	87 1/2	+ 1/2
30 1/2	10 1/2	2	—	Eaton Axle & Spring	4,400	29 1/2	28 1/2	- 1
80	60 1/2	4	—	Electric Stor. Battery	3,800	78 1/2	76 1/2	- 1
5 1/2	1 1/2	—	—	Emerson-Brant	500	3 1/2	3 1/2	-
26 1/2	8	—	—	Emerson-Brant pf	1,000	25	24 1/2	- 1/2
125	60 1/2	5	—	Fisher Body	13,200	102 1/2	99 1/2	+ 1/2
42 1/2	10 1/2	—	—	Fisk Rubber	2,600	23	22 1/2	+ 1/2
116 1/2	75 1/2	7	—	Fisk Rubber 1st pf	1,200	111 1/2	110 1/2	+ 1/2
33 1/2	25 1/2	12 1/2	—	Gardner Shubber	200	38	38	-
16 1/2	6 1/2	—	—	Gardner Motor	200	7	7	-
149 1/2	64 1/2	12	—	General Motors	38,800	121 1/2	119	- 1
11 1/2	10 2	7	—	General Motors 7s pf	3,000	114 1/2	114	-
26 1/2	12 1/2	—	—	Gilson Co.	3,500	24 1/2	24 1/2	-
74 1/2	36 1/2	—	—	Goodrich	1,800	66 1/2	65 1/2	+ 1
114 1/2	86 1/2	7	—	Goodyear T. & R. pf	100	106 1/2	105 1/2	- 1
109	103	8	—	Goodyear T. & R. pf	100	108 1/2	108 1/2	-
49 1/2	30	3.50	—	Hayes Wheel	200	113 1/2	113 1/2	+ 3 1/2
139 1/2	33 1/2	3	—	Keystone	200	2 1/2	2 1/2	-
31	14 1/2	1	—	Lee Rubber & Tire	200	14	14	-
42	22 1/2	3	—	Mack Trucks	3,900	218 1/2	216	- 2
44 1/2	40	3.60	—	Marlin Rockwell	400	29 1/2	29	+ 1/2
35	18	2.20B	—	Moon Motors	1,500	38 1/2	35 1/2	+ 1/2
21 1/2	12	—	—	Motometer A	1,500	43 1/2	42 1/2	+ 1/2
100	43	—	—	Motor Wheel	900	31 1/2	31 1/2	-
18	8	—	—	Mullins Body	100	18 1/2	18 1/2	-
36 1/2	15 1/2	—	—	Murray Body	1,900	8 1/2	7 1/2	- 1/2
85	55	6B	—	Nash Motors	300	462	453	- 1
89 1/2	61	5	—	Packard Motors pf	100	106	106	-
68 1/2	41 1/2	6B	—	Packard Motor Car	16,600	25 1/2	25 1/2	-
59 1/2	37 1/2	4B	—	Pierce-Arrow	17,200	38 1/2	37 1/2	+ 1/2
97 1/2	33 1/2	—	—	Pierce-Arrow pf	1,300	94 1/2	93	- 1
108 1/2	92 1/2	8	—	Reynolds Spring	700	16 1/2	16	- 1/2
104 1/2	57 1/2	4	—	Spicer Mfg. Co.	600	27 1/2	27 1/2	-
123 1/2	72 1/2	7	—	Studebaker Co.	8,400	85 1/2	87 1/2	+ 2 1/2
48 1/2	22 1/2	.75	—	Timken Roller Bear.	1,900	80	80	-
100	94	—	—	U. S. Rubber	9,700	90	88 1/2	- 1 1/2
104 1/2	57 1/2	4	—	White Motor	200	108	107 1/2	- 1/2
122 1/2	72 1/2	7	—	Willys-Overland	10,800	87	85 1/2	- 1 1/2
123 1/2	72 1/2	7	—	Willys-Overland pf	6,600	123 1/2	122 1/2	- 1/2
123 1/2	72 1/2	7	—	Yellow T. & C.	1,300	30 1/2	29 1/2	- 1/2

## NEW YORK CURB MARKET

Chrysler Corp. w. l.	49,000	57	54 1/2	54 1/2	- 3 1/2
Cleveland Auto	20,000	31 1/2	30 1/2	30 1/2	-
Durant Motor	3,000	15 1/2	14 1/2	15	-
Electric Auto-Lite	800	78 1/2	77 1/2	77 1/2	-
Fageol Motors	1,500	10 1/2	10 1/2	10 1/2	-
Federal Motor Trucks	800	38	37 1/2	38	-
Firestone T. pf.	20	99 1/2	99	99 1/2	+ 1/2
Ford Motor of Canada	10	630	620	630	- 10
Goodyear T. & R.	700	39 1/2	38 1/2	38 1/2	-
Intercon. Rubber	8,000	19 1/2	19	19	-
Reo Motor	2,100	24 1/2	24 1/2	24 1/2	-
Republic M. Truck ct	100	10 1/2	10 1/2	10 1/2	-
Rickenbacker Motor	12,500	25	25	24 1/2	- 2 1/2
Stutz Motor	6,100	26	25 1/2	25 1/2	+ 1/2
U. S. Rubber Rec.	500	16 1/2	16 1/2	16 1/2	-

## DETROIT

1925: G. G. Spring	700	10 1/2	10 1/2	10 1/2
Hall Lamp.	14 1/2	14 1/2	14 1/2</	

## SLIGHT DROP IN ACCESSORY SALES

**Dealers Complain Auto Comes Too Well Equipped**

**R**OCK SPRINGS, Wyo., Dec. 9 (U. T. P. S.)—The swing of motor fashions from the open car to the closed models has brought the general accessory business in Rock Springs and the surrounding districts to practically a standstill, proprietors of auto accessory stores state.

The more complete equipment of the present day motor car is also having a decided effect upon this branch of the automotive industry.

One dealer announced this week that he is restocking but very few standard accessories, such as jacks, tire chains, tools and spark plugs. Instead he is going into the parts end more completely, intending to carry supplies sufficient to care for the usual need of any one of the five garages which are within hailing distance of his place of business.

Heaters and chains are in demand at present, car owners preparing for winter. But few winter fronts are being sold, although the demand is good for radiator and hood covers. Dealers differ as to the effect of the price-cutting which occurred recently on the new car models upon the accessories trade. Some say it has made but little difference, while others say that the new cars are so completely equipped that the accessory business is almost completely ruined.

It is pointed out that the price drop has made it necessary for many of the new models to eliminate extras and that the accessory trade will probably show some return to its volume of eighteen months ago. The gross of the month of November was about the same as in 1924, the drop, if any, in sales volume not being more than 10 per cent.

### Expect Lively Sales For Christmas Season

**S**an Francisco, Dec. 9 (U. T. P. S.)—Local accessory dealers are looking forward to the Christmas season to wind up the most successful year in the history of the trade. Preliminary check of the volume of 1925 business shows that it has exceeded last year by a considerable margin and the condition of the trade is prosperous.

"I think we have all had a good year," declared E. A. Cornely, one of the directors and leaders of the local Accessory Dealers' Trade Association. "I haven't heard of any one raising a kick about business conditions this year. We are all better established in the trade. There have been very few failures—just those who were expected to drop out—and only a few new firms have entered the field."

### Sales Slump in Topeka Territory

**T**opeka, Kan., Dec. 9.—With stocks increased to meet what 30 days ago looked like a brisk opening up of business, the accessory dealers in this territory declare December is falling off and bids fair so far to be one of

the poorest months of the year. December, 1924, was the best month of that year, they say in the same breath.

**J.H. NEWMARK, Inc.**  
FISK BUILDING  
250 West 57th Street, New York City  
AUTOMOTIVE ADVERTISING

## NEW CAR REGISTRATIONS FOR W

States	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissel	States
Alabama				3	3							10		6	51					4	6				Alabama
Arkansas	3			22	2	41	19					23	2	21	2	402				2	8	1	2		Arkansas
Kansas	3			28	1	1	36	7				10		12	1	229	1	1	3	3	1				Kansas
Louisiana	3			31	7	2	83	27	3			30		18	2	612				12	2				1 Louisiana
Maryland	3			48	4	2	69	18	4		1	18	1	26	4	311	3			9	11	3	6		Maryland
Montana				2	1	2	3	4	1					3	5										Montana
Nebraska	1			17		2	26	6	1			10		8		203				4	2	5			Nebraska
N. Hamp.	2			8	2	5	18	1	2			5		9	2	73	2			11	1	1			1 N. Hamp.
N. Dakota	1			11			39	6				2		5		149				1					N. Dakota
Oregon	5		3	45	1	86	17	2		1	31	2	68	2	322	2		1	14	10	5			Oregon	
Rh. Island	1		2	28	4	2	13	9	1	1		5		15	2	50	1	2	6	3	3	1			Rh. Island
S. Carolina				17			37	9				25		22		342				12	4	4			S. Carolina
S. Dakota				18			52	11				4		12		197				3	1	1			S. Dakota
Texas	11		122	13	2	354	79	1				129	3	66	5	1703	6	1		35	22	8	2		Texas
Utah	4		9	1	1	19	2					4		8	2	68	1		1	4	8	3			Utah
Wash'gton			14			21	9	1			3		8		77				5	4	2			Wash'gton	
W. Virginia			9		2	21	8	1			7		5	1	101	1			2	1	1			W. Virginia	
Wyoming			2												8									Wyoming	

## LATEST MONTHLY NEW CAR

The monthly registration figures presented herewith are compiled by R. L. Polk Company, Detroit, Mich. Except where noted, the figures are

States	Ajax	Apperson	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Cleveland	Davis	Diana	Dodge	Durant	Essex	Flint	Ford	Franklin	Gardner	Gray	Hudson	Hupmobile	Jewett	Jordan	Kissel	States
Alabama	3			291	25	14	722	153	4			258	1	193	15	3242	4	1	97	16	9			Alabama	
Arizona	11			70	6	126	38	2				67	1	18	228	2	1	24	12	12				Arizona	
Arkansas	5		92	10	350	57	1					190	7	36	17	1760	9	3	45	25	2	1		Arkansas	
California	158	10	48	1631	251	63	2212	836	70	1		1421	26	1838	46	4090	53	34	1103	124	423	100	15	California	
*Colorado	5		148	9	4	404	86	4				178	9	104	11	574	2	8	54	16	25	2		Colorado	
Conn'ticut	8		12	353	64	7	325	206	5	1		157	1	238	13	564	27	4	130	55	38	11	7	Conn'ticut	
Delaware	1		62	12	1	47	23					5		24	1	202	3		7		3			Delaware	
Florida			78	40	12	102	131	4				153	1	87	16	277	6	1	102	34	24	44		Florida	
Georgia	14		228	22		419	101					157		85	10	2653	14		66	10	6	4		Georgia	
Idaho	10		30	2	1	178	21	1				66	7	29	1	325	3		9	6	10			Idaho	
Illinois	32		20	570	102	31	731	224	37	1	9	270	6	179	24	2993	19	28	129	90	53	65	8	Illinois	
Indiana	36		21	430	31	6	745	253	28	5		278	3	352	19	3439	11	2	5	127	48	43	23	5	Indiana
Iowa	15		7	439	36	12	1188	192	15			281	4	343	16	3628	6	3	4	136	39	45	5	8	Iowa
Kansas	34			181	15	2	503	185	13			227		233	2	1428	3	2	2	106	20	18	2		Kansas
Kentucky	9		4	116	22	8	347	92	4			133	9	103	12	1645	7	1	60	20	9	4		Kentucky	
Louisiana	8			87	12	7	585	102	8			158	2	161	28	2873	2		1	44	6	6		1 Louisiana	
Maine			5	263	37	14	224	62	9			94	3	165	5	450	11	1	103	16	15	1	2	Maine	
Maryland	14			208	21	7	436	116	6	1		92	2	105	28	1176	7	4	80	18	12	23		Maryland	
Mass'achusetts	17	2	15	869	95	37	411	322	35	5		264	18	604	76	1974	37	7	360	45	50	37	2	Mass'achusetts	
Michigan	70		23	1661	171	19	1800	520	39			390	17	991	105	7817	6	3	11	553	80	113	49	11	Michigan
Minnesota	20		4	571	36	3	900	107	6			203	2	305	7	3470	5	13	5	105	28	40	13	1	Minnesota
Miss																									

## FOR WEEK ENDED NOVEMBER 28, 1925

Kissel	States	Lincoln	Marmon	Moon	Nash	Oakland	Oldsmobile	Overland	Packard	Paige®	Peerless	Pierce-Arrow	Reo	Rickenbecker	Rollin	Star	Stearns-Knight	Studebaker	Stutz	Velle	Wills	Site Claire	Willys-Knight	Miscellaneous	Totals	States
	Alabama	1			9											4			8						137	Alabama
	Arkansas	2		2	7	6	4	19							2	45	17			2					655	Arkansas
	Kansas	1			3	8	3	14			1					8	5				3				390	Kansas
1	Louisiana	2			21	4	15	12	5	2				2	2	9	15		1	1					924	Louisiana
	Maryland	2	5	1	16	5	14	19	3	1	3	4		2		15	14	2	2	7	2				658	Maryland
	Montana				1	2		1								3									28	Montana
	Nebraska				4	3	3	18	1							21	5			1					341	Nebraska
1	N. Hamp.	1		2	4		8			1	3			1			6								164	N. Hamp.
	N. Dakota			1	6	4	17						1			8	1			2					254	N. Dakota
	Oregon	1			7	12	31	51	4					3		50	23		1	14					814	Oregon
	Rh. Island	2	1	6	2	5	4	5	6	1	2			1	1	6	2	6	1	3	6				209	Rh. Island
	S. Carolina			3	1	5	3	2								5	8								499	S. Carolina
	S. Dakota			3	5	7	26							1		6	4	1		1					350	S. Dakota
	Texas	5	1	8	33	9	9	90	12		5	5	7	3		51	46	2	17	1					2869	Texas
	Utah		1	6		6	4	1			1	1	1			7	8			2					173	Utah
	Washington			5	3	3	5	5	1				1			9	1	6	1	5					189	Washington
	W. Virginia			4	4	6	3									9	4			3					191	W. Virginia
	Wyoming															1									11	Wyoming

## CAR REGISTRATION STATISTICS

The figures are those of October, 1925. In the cases of Mississippi, Nevada, New Jersey and Tennessee registration figures are not available at this time.

Kissell	States	Lincoln	Marmon	Moon	Nash	Oakland	Oldsmobile	Overland	Packard	Paige®	Peerless	Pierce-Arrow	Reo	Rickenbecker	Rollin	Star	Stearns-Knight	Studebaker	Stutz	Velle	Wills	Site Claire	Willys-Knight	Miscellaneous	Totals	States	
	Alabama	4	3	1	80	1	28	96	26	4			11			37	129			53					5521	Alabama	
	Arizona		1	8	12	14	18	32	5	1	1				70	37			17					834	Arizona		
	Arkansas	6		3	31	24	25	127	6	2		2	3	7	288	93			2	13	4				3273	Arkansas	
15	California	43	47	112	515	395	318	561	232	18	33	80	72	61	13	1083	8	1020	11	24	10	323	151		19685	California	
	Colorado		2	5	50	17	22	96	33	2	4	4	6	14		245	3	105	3	8		30	11			2303	Colorado
7	Conn'ticut	7	10	5	86	74	53	121	68	3	5	19	31	11	4	32	5	149	1	6	7	49	40			3013	Conn'ticut
	Delaware			5	8	3	22	11			1	1			7		10			2	6	1			468	Delaware	
	Florida	24	18	2	108	14	20	91	18	8	3	10	17	5		23		144	1	4	9	85	6			1729	Florida
	Georgia	10	3	2	77	20	26	39	22			4	6	5		62	3	87		2	26	8				4191	Georgia
	Idaho			13	10	25	67	3				4	2	1	115			22			11	1				993	Idaho
8	Illinois	29	6	16	155	287	68	311	117	10	8	16	41	14	2	69	2	194	16	38	9	117	46			7303	Illinois
5	Indiana	9	14	7	142	143	166	538	28	3	2	3	17	14	6	85		221	4	7		75	25			7419	Indiana
8	Iowa	7	1	10	97	63	78	443	36	1	3	1	21	20	1	164	2	166		28		55	12			7622	Iowa
	Kansas	4	4	7	55	65	36	215	10	1	5		14	5		171		128		3		26	15			3740	Kansas
	Kentucky	5		2	40	33	37	113	12	3		2	11		54		74	1		1	27	7			3027	Kentucky	
1	Louisiana	3	1	6	77	21	43	161	24	3		6	3		151		88		1	1	54	3			4743	Louisiana	
2	Maine	2	9	1	52	16	29	105	21	4	2	2	26	7		28		132		6		31	21			1974	Maine
	Maryland	4	9	2	61	19	48	142	36		13	2	3	4	2	59	4	73	3	3	4	31	40			2918	Maryland
2	Mass'sets	19	24	10	269	99	97	238	90	21	32	41	106	31	18	60	14	250	18	26	14	95	104			6942	Mass'sets
11	Michigan	34	20	13	232	474	274	713	109	33	16	9	78	32	4	295	2	298	1	4	5	124	46			17265	Michigan
1	Minnesota	9	3	14	78	185	112	521	37	2	3	6	21	6		103		199	1	19	2	80	19			7264	Minnesota
	Mississippi																									1	Mississippi
2	Missouri	19	13	44	114	162	88	229	39	4	10	21	18	8		127	4	146	4	8	2	72	40			6276	Missouri
	Montana				6	9	11	46	2	1		1	5	1		23		15		5		9	4			580	Montana
	Nebraska	2	1		20	6	25	73	7		1	2			45		82		3		14	6				1628	Nebraska
	Nevada																									1	Nevada
	N. Hamp.	5	2	23	20	17	60	10	2	3																	

## Tire Dealers and Buyers Now Watching Markets

DULUTH, Minn., Dec. 9.—Duluth tire men report a good business considering seasonal conditions, but indicate that they are proceeding cautiously because of the price situation.

The price raises in the past few months have cut down on sales of new tires with a corresponding demand for repair and vulcanizing jobs, the most profitable section of the tire dealer's business, one dealer said. Another reports a very modest run of general sales, but says his commercial business, in supplying delivery and hauling fleets with rubber, is highly satisfactory.

The influence of the business location on trade is cited by A. N. Amundson of the Amundson Tire Company that has just moved from the south to the north side of Duluth's principal business street. Drivers now pass Amundson's door instead of on the opposite side of the street, as formerly.

When needing a tire repaired they stop at the most convenient place while on their way downtown, but will not park and carry their tires across the street. Amundson says this one minor little feature of human nature is going to give him enough additional repair business to carry the rental charges on his new quarters. He handles the General line.

R. E. La Belle, who has recently taken over the Dunlop agency for Duluth, reports sales as satisfactory and repair work as very brisk. La Belle was formerly on the road as a tire salesman and is just opening up sales headquarters here. He says his free service car is his best business getter. He carries its cost by cutting his outdoor advertising appropriation and reports it to be a great trade and good will stimulator. He features 24-hour service.

### Business Reported Under That of 1924

San Antonio, Tex., Dec. 9.—Tire sales, both wholesale and retail, have held up fairly well in this section, despite the long spell of dry weather, which threatened business the fore part of the fall season.

While the sales in none of the automotive products, tires included, are up to those of previous years, the business is much better than anticipated, and dealers are looking forward to improved conditions. One dealer states that his sales have fallen off 25 per cent., but this does not seem to reflect the general conditions.

The situation was probably best summed up in the words of a branch manager for one of the country's largest tire manufacturers:

"There is no need of trying to dodge the fact that business is not as good as it was last year. In fact, we can be very thankful that it is as good as it is. I have just returned from a trip over this section, and I find that there is money, and that it is in circulation. Where it comes from, I don't know, but it is evident, and it is not being hoarded."

"Business is much better than the outlook predicted earlier in the season. The heavy rains in the forepart of September made a large feed crop possible and practically relieved the situation. Heavy building has done much to help business. Good crops in sections outside of San Antonio have brought some money into the city, and all this has contributed to the steady business."

### Rumors of Advance Upset Market Status

Hartford, Conn., Dec. 9.—The local tire market has been much upset this week with rumors of an impending price increase. The dealers have stocked up heavily and are making a quick turnover.

William J. Langdon, secretary of the Universal Auto Company and general manager of the tire

and accessory division, put in a busy week gathering in the orders from customers on spring delivery, and even early summer delivery. The customer buys now and his tires are set aside for him, available any time. Langdon has assured his customers that an increase up to 60 per cent. by spring is likely.

Langdon has developed a big following in what may be termed fleet order replacements, and has sold heavily to concerns operating numerous cars and trucks. The idea has been capitalized and has worked out well, the owner being protected on a price increase as well as a drop.

### Weather and Crops Affect Tire Business

Waco, Tex., Dec. 9.—Tire sales in central Texas experienced a decline during the last three or four days, but the depression seems to have been due to weather conditions. Sales for November ranged from 25 per cent. behind the same time last year to 100 per cent. better than 1924.

"Peculiar coincidence about my business," declared Guy C. Brown, manager of the Brown Tire Company, Goodyear dealers. "For the month of November, sales this year exactly doubled the volume of last year." This may be interpreted as a very optimistic and encouraging report when it is understood that the cotton crop for the section immediately about Waco is only about one-third what it was last year.

Waco dealers have stocks that are abnormally large. In nearly every case this condition is due to the fact that dealers bought heavily before the market went up.

"I have a larger stock at this time than I have ever had before," declared William Dickerson, manager of the Dickerson Tire Company, distributor of Michelin and Goodrich tires.

Sales of balloon tires were, generally, off during the past month. Demand for tubes was slightly behind the demand for tires. Used tires are in great demand.

### Customers Forewarned Of Price Advances

Oakland, Calif., Dec. 9.—November closed showing a decrease in tire sales, as compared with the month before. This was due to the fact that during October dealers warned their customers of the impending price raise and loaded them up with a good stock.

L. G. Reno of the L. G. Reno Company, Kelly-Springfield dealer, states that October was the biggest month his concern has had in its ten years of business here. November fell under the high mark considerably. Kelly commercial car and truck business will run high for Reno during the coming month. This report is based on the number of unfilled orders on hand now.

E. L. Johnson, Firestone representative, tells of a good fleet business done in November, in spite of the recent price raise. Johnson's sales for November were under the October totals, but his books show an increase over November, 1924. This dealer also handles the Hewett line, for which he reports normal activity.

Leonard Sleep, the United States man in the Rockridge district, has had a splendid autumn. Sleep has a fine retail following among the residents of his district and his fall replacement business is always good. The rains of the past few days have stimulated new tire buying, he reports.

### COMMISSION AT CAPITOL REGULATES TAXICABS

**Special from A. D. N. Washington Bureau**  
Washington, Dec. 9.—The District Public Utilities Commission has taken over formal regulation of taxicabs in the nation's capital. Principal provisions in the new code are that all cabs carry taximeters, and that they satisfy the commission as to their financial responsibility to pay claims for damages in case of accidents.

Owners are required either to prove clear assets of \$5,000 for a public hack, \$7,000 for two, and \$1,000 for each additional cab, with a maximum of \$100,000; to take out liability insurance liable to minimum amounts of \$5,000 for personal injury or death of occupants, or \$1,000 property damage in case of accident.

### TIRE MEN TO MEET

White Plains, N. Y., Dec. 9.—The conditions of the world rubber market were discussed at an informal gathering of the Westchester County truck tire dealers at the Elks Club in this city last week. It was brought out at the meeting that another increase in price, with a consequent raise for the car owner, is due in ninety days. The dealers will meet every two weeks at the Elks Club to follow the conditions of the wholesale and retail rubber market. No organization was perfected, but Frank Brady, of the Orawaupum Tire and Rubber Company of this city, will be permanent chairman.

—and Capt. Rickenbacker READS the A. D. N.!

### Hood Rubber Co. Plans to Build

Boston, Dec. 9 (U. T. P. S.)—The Hood Rubber Company, manufacturer of Hood Arrow tires, has announced that it would, within a few days, award a contract for the erection of two new factory buildings and an additional office building at its big plant in Watertown, across the Charles River from Boston.

The total cost will be \$200,000. One extension will be used for the increased manufacture of rubber footwear and the other factory addition for the enlargement of the tire plant.

At present the company is running on three shifts a day in its footwear manufacturing departments and running overtime in the tire shops.

### TIRE OUTPUT GROWS

Charlotte, N. C., Dec. 9.—The McClaren Rubber Company of Charlotte is working day and night shifts manufacturing the McClaren cord tires. The output is about 400 tires a day. The company employs about 300 men. The McClaren tires are practically a home product, the cord that goes into them being purchased from the Kanapolis mills of North Carolina.

### HARRISBURG DEALER NOW IN NEW QUARTERS

Harrisburg, Pa., Dec. 9 (U. T. P. S.)—The Harrisburg branch of the United States Tire Company has moved into new and larger quarters, G. S. Mower, Harrisburg branch manager, announced recently.

Mower explains that a 60 per cent. increase in tire and tube business from November 1, 1924, to November 1, 1925, caused the need for larger quarters. The new place contains 6,500 feet of floor space. When the company opened its factory branch here about ten years ago, Mower said, it had only 1,500 square feet of floor space.

The local branch covers Dauphin, Perry, Juniata, Cumberland, Adams, Franklin, Fulton and York counties. There are twenty-two dealers in Harrisburg, according to Mower.

### TIRE MAKERS BUSY

Trenton, N. J., Dec. 9.—Trenton tire manufacturers continue busy, and the output of both cord and balloon tires has shown an increase during the past month. Ray H. Paddock, general sales manager of the Murray Rubber Company, F. W. Servis, general sales manager of the Combination Rubber Company, and Frank Braden, general sales manager of the Hamilton Rubber Manufacturing Company have returned from Western and Southern trips and report the business outlook as being very good.



### RICKENBACKER MOTOR COMPANY

DETROIT, MICH.

October 30, 1925.

CABLE ADDRESS "RICKO"

ADDRESS ALL COMMUNICATIONS  
TO ATTENTION OF WRITER

Mr. H. A. Tarantous,  
Automotive Daily News,  
1925 Broadway,  
New York City, N. Y.

My dear Mr. Tarantous:-

Having been a subscriber of the Automotive Daily News from its inception, I am taking advantage of this opportunity to tell you a few of the splendid things this publication is doing for the industry as a whole.

From a manufacturing point of view, it is of genuine value in keeping executives familiar with current events with a real semblance of truth based on facts.

It is of unlimited value to Distributors and Dealers in giving them the opportunity for the first time to appreciate more fully the value of correct knowledge concerning the industry, of which they form a part.

You are to be congratulated on the tremendous success enjoyed to date, and the writer believes there is little doubt that when its full value is appreciated by those mentioned above, your subscription list will multiply many fold.

With best wishes for your continued success, I remain,

Very truly yours,  
  
E. L. Johnson  
Vice President  
RICKENBACKER MOTOR COMPANY.

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## MINN. R. R. LINES ASK HIGHER RATES

**Jobbers, Wholesalers,  
Threaten to Ship  
By Truck**

**S**T. PAUL, Dec. 9.—Pleas of railroads operating in Minnesota for freight rate increases ranging from 30 to 50 per cent. on various classes of commodities, made Monday to the State Railroad and Warehouse Commission, brought forth threats from jobbers and wholesalers in a dozen cities to establish their own motor freight trucking lines.

Truck service, they told Commissioners O. P. B. Jacobson and Ivan Bowen, is more satisfactory than rail service.

The railroads are before the State Commission in response to a citation to show cause why they should not be required to abandon the increases already put into effect on some lines in accordance with an order of the Interstate Commerce Commission. The roads contend the state body should raise its rates to correspond with the Federal body's rates.

D. R. Evans of the Hubbard Milling Company, Mankato, largest milling company outside the Twin Cities, declared his company already had put some trucks in service, had established its own long distance trucking lines and intended to greatly expand this service if the higher rates were formally ordered. O. B. Strand, president of the Kenyon Commercial Club, and W. E. Olson, secretary and traffic manager of the Mankato Chamber of Commerce, cited similar conditions in their respective cities.

Other witnesses from various cities assured the commission that if it grants the rail plea, Minnesota shippers generally will abandon rail service and turn to the public highways for their freight transportation.

## TRUCK SALES IN SO. CALIF. GOOD

**L**OS ANGELES, Cal., Dec. 9.—Truck sales in metropolitan Los Angeles are better now than they have been for some time past. Increased building operations, harbor dredging and increased imports and exports through the harbor, as well as the addition of several new industries to the city, all are playing a part in keeping truck sales up to a high level.

In Hollywood several of the motion picture producers stated that their 1926 expenditures will be much greater and that the number of productions will be increased. All of this means more money for the many auxiliary organizations affiliated with the picture industry. Practically all of these latter firms, as well as the picture companies themselves, are consistent buyers of trucks.

According to G. O. Fries, manager of the local Godfredson factory branch, many truck operators in this territory that were using but one Godfredson truck are now forming fleets, some of them running six or more.

The only difficulty that the Federal Motor Truck Company of California, Inc., has had is getting enough trucks to fill the orders, according to Thomas M. Ray, vice-president of the concern. He states that 1925 has been one of the best years experienced in the truck business, pointing to the heavy increase in the use of motor trucks for shipping freight as one of the chief reasons for the additional demand.

### REVISE PRICES

**L**ONDON, Dec. 9 (U. T. P. S.)—Prices of Voisin chassis in this country have been revised and now are: 10 h. p., £455; 18 h. p., £780; sports, £830.

## Bus and Truck Men Must File Policies

Topeka, Kan., Dec. 9.—State licenses of fourteen bus and truck lines in Kansas will be revoked on December 28 if, in the interim, the owners of those lines do not file with the public utilities commission the policies for the liability insurance required by the state law. The bus and truck men were warned of action by the commission some time ago. The date was set by Bob Vermillion, chief clerk in charge of the motor carrier department. There is no indication from the bus and truck men affected whether or not they intend to fight the state commission over the insurance, which some have declared an extra burden and unnecessary.

### IND. COMPANY CITED

**I**NDIANAPOLIS, Ind., Dec. 9.—The Indiana Public Service Commission cited officers of the Liberty Transfer Company of Anderson to appear and show cause why service had been discontinued without permission.

## Five Indiana Bus Lines Purchased

**F**ORT WAYNE, Ind., Dec. 9.—Five of the principal motor bus lines of Indiana have been purchased by the Indiana Service Corporation of Fort Wayne, subject to the approval of the state Public Service Commission, according to an announcement by Robert M. Feustal, president of the company.

The deals carry a total consideration of \$135,000. The lines purchased and the consideration for each, are:

The three John Donzelli lines, operators of the Golden Fawn buses from Fort Wayne to South Bend, to Muncie and Bluffton, and to Bluffton, Hartford City and Marion, \$90,000; the Crawford lines, operating from Fort Wayne to Warsaw via Columbia City, \$20,000, and the Blue Goose line, operating from Fort Wayne to Indianapolis via Huntington, Wabash, Peru, Kokomo and Noblesville, bought jointly by the Indiana Service Corporation and the Union Traction Company for \$80,000, of which the Indiana Service Corporation's share is \$25,000.

## Temporary Bus Permits In Mass. Are Extended

**B**OSTON, Mass., Dec. 9 (U. T. P. S.)—Temporary certificates for the operation of bus lines, due to expire December 31, have been extended to March 31, by the State Department of Public Utilities.

The extension of time was granted because the Department of Public Utilities, in conjunction with the highway division of the Department of Public Works, is making investigations as to suitable and proper terms, conditions, requirements and stipulations to be imposed in permanent certificates for bus lines which may be issued later.

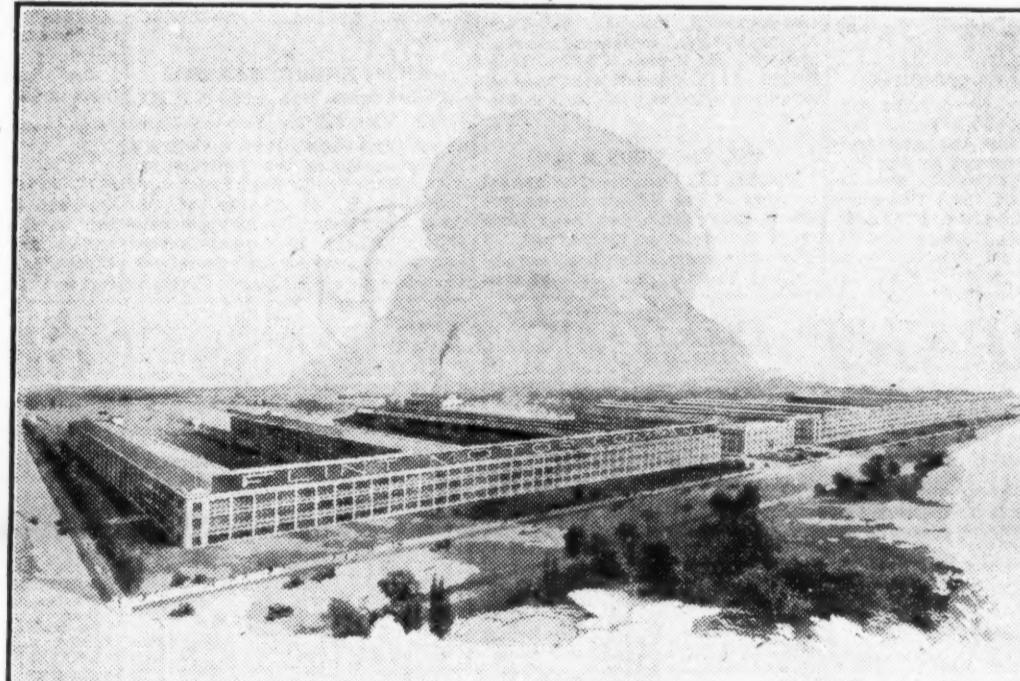
Federal Judge George W. Anderson has ordered a preliminary injunction to issue against Interstate Buses, a corporation, and Alfred De Maris of Pawtucket, R. I., head of the concern, restraining the operation of passenger cars between Boston and Worcester, as asked in a petition filed recently by Receiver Franklin T. Miller of the Boston & Worcester Street Railway Company.

### TRUCK FLEET BOUGHT

**K**ANSAS CITY, Dec. 9.—The Continental Nut Company, a new Kansas City industry, has purchased a fleet of Overland-Spad trucks to use in connection with its business. They were purchased through the Bernard-Buchli Motor Company, Willys-Knight-Overland dealer. The company's headquarters is in Seattle.

### OHIO TRACTION LINES

**C**LEVELAND, Dec. 9.—Traction lines operating in Ohio are operating 386 motor buses over 762 miles of route, according to announcement by the Ohio Committee on Public Utilities information. In most cases these buses are operated as "feeders" and in conjunction with street railway company service, the committee said.



92 acres of ground ~ 1,186,920 sq. feet of floor space ~ 17,020 feet of R. R. tracks ~ Space for 244 freight cars

## The Home of the Flint

**T**HIS new plant, enormous in size, modern in equipment, and efficient in operation, is now complete.

A magnificent structure—turning out a product that has made one of the most noteworthy successes in motor car history—has grown up from nothing in less than three years. Every unit is now being tuned up for steady operation.

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*P. Haile*  
Vice-President and General Manager

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FLINT, MICHIGAN**

**BUILDERS OF HIGH GRADE MOTOR CARS**

**FLINT SIX**

## News of The Associations

**Buffalo, N. Y.** Dec. 9.—The sales class recently started by the Buffalo Automobile Dealers' Association has proved a big success. The class has 27 members and the average attendance, in spite of the prevailing bad weather, has been 25, which proves the interest. This attendance record is the highest of any classes in the Buffalo night schools.

### ELECT OFFICERS

**Portland, Ore.**, Dec. 9.—George L. Sammins of the Sunset Electric Company, Portland, has been elected president of the Oregon Automotive Trade Association. Henry Ward was elected vice-president; Thos. E. Bradshaw, second vice-president; and J. A. Nelson, third vice-president; A. E. Foss, secretary; R. W. Lee, treasurer; Fred Dundee and W. R. Bevins, directors; and the following vice-presidents for the various crafts included in the organization: E. J. Berg, garage and repair shops; E. H. Allen, battery and electrical shops; L. M. Harper, tire shops; H. B. Black, machine shops and regrinders; Paul Staiger, paint shops; S. O. Armstrong, sheet metal works; and Paul Bossart, top and trim shops.

### TO HOLD SALES CONGRESS

**St. Louis**, Dec. 9.—A sales congress for automobile salesmen and dealers in St. Louis and surrounding territory, arranged by the National Automobile Dealers Association, will be held here December 14 under the auspices of the St. Louis Automobile Dealers Association. More than one thousand dealers and salesmen in the Mis-

souri, Kentucky, Illinois and Tennessee territories are expected.

Addresses will be made by A. R. Kroh, a noted analyst of automobile sales problems; H. B. Bullock, who lectures on automobile selling under the auspices of the N. A. D. A.; C. A. Vane, general manager, and Lynn M. Shaw, assistant general manager of the national association.

### PLAN CONVENTION

**Springfield, Ill.**, Dec. 9.—Local and state officers of the Illinois Automotive Trade Association are completing plans for the 1926 convention, which will be held in the Hotel Abraham Lincoln of this city, opening February 9. The state body only recently designated Springfield as the convention city. Two hundred automobile and accessory dealers are expected to attend.

### NEW OFFICERS ELECTED

**Dallas, Tex.**, Dec. 9.—John E. Morrissey, a Dallas Ford dealer and former president of the Texas Automobile Dealers' Association, was elected president of the Dallas Automotive Trades Association at the annual meeting of that organization, held recently in the Baker Hotel. He succeeds Frank H. Stephenson (Cadillac).

Other officers elected were:

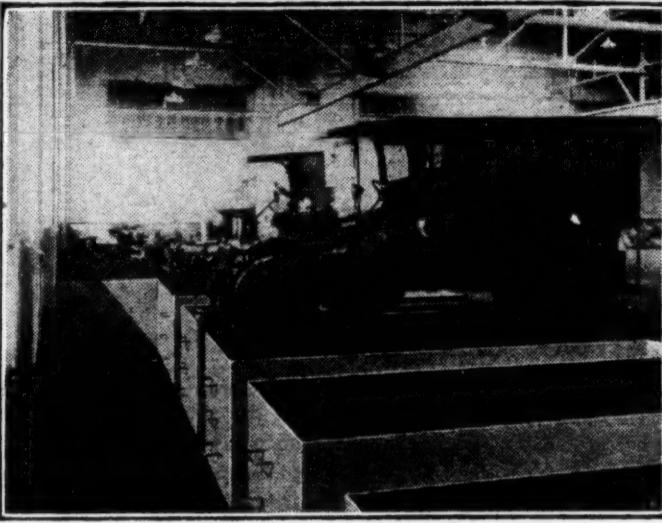
J. M. Worsham (Buick), vice-president, to succeed C. R. Nachtrieb (Studebaker), and L. R. Filgo (Paige-Jewett), treasurer, to succeed W. E. Brown (Willys-Overland).

J. H. Connell continues as executive secretary of the association.

### FIX MEETING DATE

**Peoria, Ill.**, Dec. 9.—The annual meeting of the Illinois Automotive Trade Association has been fixed for February 9 at Springfield. A nominating committee has been appointed to prepare a slate of offi-

**A** FEATURE of the new White Company's new building in San Francisco, a picture of which appeared in the Automotive Daily News recently, is the arrangement of the pits. They are put in a series so that the mechanics, who have individual work benches on the pit level, may walk from one to another without climbing out.



cers. Considerable business of importance is to be transacted and there will be talks by several men prominent in the automotive industry.

### HOLD SERVICE MEETING

**Philadelphia, Dec. 9 (U. T. P. S.)**—The Philadelphia Service Managers' Association held a meeting in the rooms of the Philadelphia Automobile Trade Association and heard J. H. Shoemaker of the Swan Carburetor Company, a subsidiary of the Perfection Heater and Manufacturing Company, give an instructive address on "Present

Day Fuels for Automobiles and Better Methods for Handling Them." The talk was arranged by Walton-Pilgrim, Inc., distributors in this territory for the Swan carburetor and manifold.

One hundred and twenty-five members and their guests attended.

### DISCUSS CONVENTION PLANS

**San Antonio, Tex.**, Dec. 9.—The directors of the Texas Automotive Dealers' Association held a meeting in this city recently, during which plans for the 1926 convention, which is to be held in Galveston, were considered.

## A. M. A. To Elect Officers Friday

**Chicago, Dec. 9.**—The annual meeting and election of officers and directors of the Automotive Manufacturers' Association for the ensuing year will be held here Friday evening, December 11.

An interesting feature of the meeting will be an address by F. B. Hutchinson, lecturer on advertising and retail merchandising, College of Commerce, University of Iowa. His subject will be "Bridging the Gap Between Manufacturers' Advertising and Retail Sales."

He will present some thoughts on bringing the manufacturers' selling message to the attention of the prospective retail buyer at the point of sales contact, showing the value of dealer educational and inspirational campaigns, and getting the co-operation of the dealer in dramatizing and localizing the sales appeal.

## New Distributors and Dealers Announced

**Moline, Ill.**, Dec. 8.—The following new distributors and dealers were announced by the Velie Motors Corporation:

**New Distributor**  
Washington Velie Company, Washington, D. C.

### Dealers

McBride & Kern, Princeton, Ill.  
W. B. Reynolds, St. Petersburg, Fla.  
Paul A. Gebhardt, Middletown, Pa.  
V. F. Weaver, Davidsville, Pa.  
W. E. Callis, Lompoc, Cal.  
Llyswen Motor Car Company, Altoona, Pa.  
C. W. Trumbull, Alhambra, Cal.  
Norristown Acme Sales Company, Norristown, Pa.  
D. & B. Auto Sales, Marshall, Mich.  
H. T. Wetzel, Sterling, Ill.

# CURRENT PRICES OF PASSENGER CAR MODELS

	AJAX—6-cyl. 105 W. B.	DAVIS—6-cyl. Model 90. 115 W. B.	JORDAN—8-cyl. 125½ W. B.	NASH—6-cyl. Advanced. 121 W. B.	ROAMER—6-cyl. Model 59
5 Touring	\$865½ Sedan	\$995	5 Phaeton	\$1,395½ Sedan	4 Sport Tour.
APPERSON—6-cyl. 120 W. B.		4 Touring	\$1,495½ Imp. Sedan	\$1,240½ Sedan	4 Busi. Coupe
5 Touring	\$1,875½ Sedan	\$2,100	4 Roadster	\$1,495½ Berlin.	1,275½
4 Coupe	2,050½ Brougham	1,050	5 Brougham	2,575½ Sedan	2,925
APPERSON—Straight 8-cyl. 130 W. B.		5 Phaeton	\$1,695½ Sedan	5 Touring	\$1,250½ Coupe
5 Touring	\$1,995½ Brougham	\$2,450	4 Roadster	\$1,695½ Imp. Sedan	1,275½
4 Coupe	2,450½ Sedan	2,595	5 Sedan	2,950	1,275½
AUBURN—6-cyl. Model 66. 120 W. B.		5 Phaeton	\$1,895½ Cabriolet	5 De L. Sedan	1,040
5 Touring	\$1,995½ Sedan	\$1,990	4 Roadster	\$1,895½ Del. Sedan	1,295
5 Roadster	1,495½ Sedan	1,595	5 Sedan	2,950	1,295
Coach De L.	1,845½ Sedan	1,795	5 Sedan	2,950	1,295
AUBURN—8-cyl. 129 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Roadster	1,975½ Sedan	2,350	4 Spec. Touring	\$1,995½ Sedan	1,145
5 Touring	1,995½ Sedan	2,400	2 Roadsters	1,995½ Sedan	1,250
5 Brougham	2,250½ Sedan	2,550	5 Sedan	2,950	1,250
BUCK—6-cyl. Standard Six. 114½ W. B.		5 Phaeton	\$1,895½ Brougham	5 Sedan	1,045
5 Touring	\$1,995½ Sedan	1,295	4 Roadster	\$1,895½ Del. Sedan	1,295
2 Roadster	1,425½ Coach	1,195	5 Sedan	2,950	1,295
2 Spec. Cpe. B. 1,060½ Spec. Coach.	1,195	5 Sedan	2,950	1,295	
Coupe	1,275	5 Sedan	2,950	1,295	
AUBURN—8-cyl. 129 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Roadster	1,975½ Sedan	2,350	4 Spec. Touring	\$1,995½ Sedan	1,145
5 Touring	1,995½ Sedan	2,400	2 Roadsters	1,995½ Sedan	1,250
5 Brougham	2,250½ Sedan	2,550	5 Sedan	2,950	1,250
BUCK—6-cyl. Standard Six. 114½ W. B.		5 Phaeton	\$1,895½ Cabriolet	5 Sedan	1,045
5 Touring	\$1,995½ Sedan	1,295	4 Roadster	\$1,895½ Del. Sedan	1,295
2 Roadster	1,425½ Coach	1,195	5 Sedan	2,950	1,295
2 Spec. Cpe. B. 1,060½ Spec. Coach.	1,195	5 Sedan	2,950	1,295	
Coupe	1,275	5 Sedan	2,950	1,295	
BUC—6-cyl. Master 6. 120 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Roadster	\$1,250½ Coach	1,195	4 Spec. Touring	\$1,995½ Sedan	1,145
5 Touring	1,250½ Sedan	1,295	2 Roadsters	1,995½ Sedan	1,250
5 Brougham	2,250½ Sedan	2,550	5 Sedan	2,950	1,250
BUC—6-cyl. Standard Six. 114½ W. B.		5 Phaeton	\$1,895½ Sedan	5 Sedan	1,045
5 Touring	\$1,995½ Sedan	1,295	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,425½ Coach	1,195	2 Roadsters	1,995½ Sedan	1,250
2 Spec. Cpe. B. 1,060½ Spec. Coach.	1,195	5 Sedan	2,950	1,250	
Coupe	1,275	5 Sedan	2,950	1,250	
BUC—6-cyl. 128 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Roadster	\$1,495½ Sedan	1,995	4 Spec. Touring	\$1,995½ Sedan	1,145
5 Touring	1,525½ Sedan	2,025	2 Roadsters	1,995½ Sedan	1,250
5 Brougham	2,250½ Sedan	2,550	5 Sedan	2,950	1,250
CADILLAC—Standard. 132 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Brougham	\$2,995½ Sedan	3,195	4 Spec. Touring	\$1,995½ Sedan	1,145
4 Victoria	3,095½ Sedan	3,295	2 Roadsters	1,995½ Sedan	1,250
2 Coupe	3,045½ Imperial	3,425	5 Sedan	2,950	1,250
CASE—Model X. 122 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
5 Coupe	1,795½ C. Club	1,765	5 Sedan	2,950	1,250
CASE—Model K. L. C. 122 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
5 Coupe	1,795½ C. Club	1,765	5 Sedan	2,950	1,250
CASE—Model Y. 132 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
5 Coupe	1,795½ C. Club	1,765	5 Sedan	2,950	1,250
CASE—Model J. L. C. 122 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
5 Coupe	1,795½ C. Club	1,765	5 Sedan	2,950	1,250
CASE—Model X. 122 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
5 Coupe	1,795½ C. Club	1,765	5 Sedan	2,950	1,250
CASE—Model Y. 132 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
5 Coupe	1,795½ C. Club	1,765	5 Sedan	2,950	1,250
CASE—Model J. L. C. 122 W. B.		5 Phaeton	\$1,995½ Sedan	5 Sedan	1,045
5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
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5 Touring	\$2,250½ Sedan	2,475	4 Spec. Touring	\$1,995½ Sedan	1,145
2 Roadster	1,570½ Sedan	2,285	2 Roadsters	1,995½ Sedan	1,250
5 Coupe					

# Money-Making Merchandising

## Novel Way of Checking All Demonstration Costs

IT IS no uncommon thing for a motor car dealer to use demonstrators, and it is also not an uncommon thing for him to spend money on them for tires, gasoline, oil and repairs—sometimes. But how many dealers know just how much each demonstrator costs him and how many sales each demonstrator makes? That is quite a different question. But it is a vital one nevertheless.

In Lexington, Ky., there is a live motor car dealer who believes that as long as he is spending money to keep up demonstrators he should know just how much each one costs him and how many sales each makes. This man is Fred Bryant and his company is the Fred Bryant Motor Company.

"Before I started to keep track of every demonstrator I found that frequently I was making all sorts of mistakes," said Mr. Bryant in discussing his method of keeping track of his demonstrators. "For instance, a fender would get banged up and then it was always 'some one less' who had the car when it happened. I decided to put an end to all of that."

"To start with, I numbered each demonstrator and bolted the number that I gave the car on to the license plate or else on to the radiator. In either event I made sure that it was securely fastened to the car in some way. The numbers begin with 1 and run in regular order."

"Each salesman has a number assigned to him and that number is on the car he uses. He is the only salesman who uses that car, so there can be no excuse for anything that happens to it. The car is identified and the salesman is identified."

"Then we keep an expense account for every demonstrator. Every nickel that we spend on a demonstrator is charged to the account of that car, so that we always know what every demonstrator is costing us right up to the last penny."

"Then as a final punch to the whole system we keep a record of every car sold by demonstrators or rather by salesmen, which amounts to the same thing. By comparing the records of cars sold with the expense account of the different demonstrators we can tell at a glance which salesman is getting business for us at the least expense."

"This whole system is simple and requires no special forms or experience to keep. But it certainly is a telltale when it comes to giving me the real results stripped of all words, excuses and alibis."

### BRIGHT COLOR USED TO ADVERTISE

Believing that unique advertising is productive of more buyer comment, and incidentally more sales, the Arwadon Tire Company, Long Beach, Cal., distributor of C. T. C. tires, has had a special town delivery car specially built for its needs.

The car is painted in two colors, the body being orange, and the disc wheels and fenders are dark blue.

The rear compartment is fitted out to hold twelve tires, which are easily taken out by means of the rear doors. This rear compartment is built and painted to resemble a huge cross section of a C. T. C. tire.

### Gov. Post Cards Boost Sales

Boogar & Gillingham, Hudson-Essex dealers, Los Angeles, Cal., have found, like most car dealers, that there are certain periods when only one or two makes of used cars are in demand.

Therefore, in order to get that particular make or makes in trade-ins, they have devised a simple, yet effective routine, which, among other things, is productive of around ten sales a month, that otherwise they would not make.

Every month they mail from five to ten thousand postal cards to as many different people, whose names they have secured as being owners of the make or makes of cars that they find are moving readily in the used car market at the time the cards are sent out.

Some of these cards are printed to specifically appeal to the owner of a given make of car, as, for instance, the Blank cards, which are headed: "We want your Blank in trade on a new Essex coach." Follows then the Essex price and terms, after which comes: "If your car is worth \$195, you do not need any cash. Our used car department is crying for Blanks. Help us supply them."

Again, the card may not make any appeal to the owner of a given make or car, but will be given over exclusively to advertising new Hudson or Essex cars, with, of course, the suggestion that a trade-in can be effected.

"We have been highly gratified by the returns from our postal cards," stated Earl H. Boogar to an Automotive Daily News correspondent. "From five to ten thousand cards are mailed out every month to a selected list. Returns number from ten to twenty-five prospects and the actual sales effected run from five to ten."

On occasion we have sold as many as ten cars from one batch of 1,000 postal cards, though again we have mailed out a big batch and not got a return; however, the average holds up."

Incidentally, Mr. Boogar says the volume of the firm's business is materially boosted by this auxiliary selling machinery.

### FEATURE THEIR SALESMEN

The H. O. Melone Company, Long Beach, Cal., Ford dealers, with a view to familiarizing prospects with the names of Melone salesmen, has placed a photo cabinet on one of the walls of the salesroom. This cabinet is labeled "Salesmen on the Floor."

The cabinet contains spaces for four salesmen's photos, and beneath each photo is the name of the salesman whose picture the space contains.

### STARTING NEXT WEEK

A COURSE in automotive salesmanship written entirely by automotive salesmen—not office theories but firing line facts!

THE first chapter of the Automotive Daily News course in Modern Motor Car Merchandising will be: "Picking Your Prospects." It will embrace nothing but practical and profitable ideas that top-notch salesmen all over the country have used successfully. Publication will start early next week. Watch this page for further details.

### TIRE DEALER SOLVES CREDIT PROBLEM

Post-dated checks are the basis on which R. R. Babcock of Boulder, Col., conducts a credit system in tires, and so far he has not lost a cent with this system.

When a customer asks to buy a tire on thirty or thirty-five days' time, Babcock merely sees that they have an established credit and then requests their check dated on the day that they desire to make payment.

Under these circumstances, it is quite evident that a man will be more likely to make a prompt payment than under the usual credit terms, and the success that Babcock has had with this plan is more or less conclusive evidence of the soundness of the policy.

### USES RADIO TO FEATURE USED CAR SALE

Buffalo, N. Y., Nov. 27.—Lee Abrams, Inc., local Rickenbacker distributor, recently used radio to help put over a used car sale. The announcement was made through station WEBR that a 40-x100-foot lot would be given with each car sold between certain hours of a certain date. A musical program was also put on by the Lee Abrams Rickenbacker Orchestra. Many inquiries resulted.

### A, CHRISTMAS CAMPAIGN

Why overlook the Christmas spirit, asks Ferd H. Cate of the Cate Motor Company, Willys-Knight and Overland dealer in Glendale, Cal.? Answering his own question, he has advised his salesmen to emphasize the value of a car as a Christmas gift to the family, or some member of the family.

A number of sales resulted from this Christmas spirit campaign in the first week.

Winslow B. Felix, Chevrolet dealer at 11th and Olive Streets, Long Beach, Cal., doesn't believe waiting for the new car buyer to bring in his car for the minor adjustments that said buyer is entitled to.

Instead, he has fitted out a special service car, which is at the disposal of Felix customers, and which is readily recognizable because of the free use of the Felix cat on the car.

Felix explains it thusly:

"When selling a Chevrolet car we have a definite interest in it as long as it is in the possession of the man or woman we sold it to. During the factory warranty period, we check its performance

### GAVE AWAY LIVE TURKEYS WITH EVERY USED CAR

Several Los Angeles firms, notably F. E. Miller, have made use of the turkey to increase their business. Prior to Thanksgiving, Mr. Miller offered a turkey with every used car, and moved several as a result of this seasonal appeal.

The same plan can be made equally attractive just before Christmas time, especially if live turkeys are displayed in the window of the salesroom.

### "HAVE A RIDE" IDEA BRINGS RESULTS

A novel advertising scheme was tried out here today when the two local Hudson-Essex dealers sent out a fleet of Hudson coaches, each with placards on either side with the inscription to "Have a Ride."

A great many people availed themselves of the opportunity.

Names of all who were thus taken for a ride were secured by the drivers and the dealers expect that the interest created will, in some cases at least, make them good prospects.

### SALESMAN CAPITALIZES HIS PERSONALITY

That a salesman may capitalize his own personality, build up his own following and increase it from time to time, is shown in the experience of a member of the sales staff of the Motor Sales Company, Hartford, Conn., authorized Ford dealer. He makes use of a large round cardboard sign in the window of his sedan which reads "Sold By Ludwig, the Ford Man, Motor Sales Company, 293 Main St., Hartford, Conn. Telephone 2-2645. Many Ford buyers have come to know Ludwig well and have brought him business.

## Services Owners' Cars Right at Their Homes

Winslow B. Felix, Chevrolet dealer at 11th and Olive Streets, Long Beach, Cal., doesn't believe waiting for the new car buyer to bring in his car for the minor adjustments that said buyer is entitled to.

Instead, he has fitted out a special service car, which is at the disposal of Felix customers, and which is readily recognizable because of the free use of the Felix cat on the car.

Felix explains it thusly: "When selling a Chevrolet car we have a definite interest in it as long as it is in the possession of the man or woman we sold it to. During the factory warranty period, we check its performance

closely and keep it tuned up to perfection.

We do not wait for the owner to bring it in to us. My personal representative, Paul Parson, in a specially equipped service car that can be recognized for blocks, calls on all new car customers and makes certain that their cars are doing all that can be expected of them.

When adjustments are necessary, he makes them on the spot, and when it is considered necessary for the car to be brought in to our service department for an examination, he makes arrangements for that.

It is a service that is appreciated."

### Automotive Advertising

By WARNER BATES

One of the most successful users of direct mail advertising in the country saves every piece that comes to his place of business.

So important does this automobile dealer deem this practice that he employs a girl who does practically nothing else except attend to the marking and filing of this kind of material and to getting it later on when it is wanted for reference.

When a piece of mail literature is especially bad it is so marked; the reason why it is bad is indicated.

It is then routed through this man's place of business so that every one who has anything to do with preparing his advertising can study it.

— with exceptionally good bits of work or anything bringing out a fundamental point of the business.

Eventually all this material is filed in box files in the president's office for ready reference.

Along with the material itself articles on the subject clipped from trade, business and advertising magazines are filed so that the whole, after several years of building up, represents a reference library of some size on the subject of what to do or not to do when selling through the mails.

Such a system would be too expensive for the very small or medium-size automotive dealer, but there is no business so small that its head cannot afford to spend a little time each day to lay aside a few pieces of incoming mail salesmanship for his study during the evening hours, on Sundays or other odd times.

One of the fundamental reasons for making such a study of the proposition is to give the president or manager of a concern sufficient knowledge of the subject so that he can build a definite program of direct-mail advertising to fit his own particular needs.

Then, when he is having some one else prepare his mail advertising he will be able to say definitely whether the proposed program is all that it should be.

Furthermore, the business man who studies the subject of direct mail in this manner will come to realize that there are two forms, either of which may be effective.

One is that form designed to bring the direct response, to make a sale.

The other is intended for the most part to create good will, to build a better understanding of a man's business in the minds of his customers.

Once the student of advertising literature becomes convinced that both price advertising and good will advertising have a legitimate place in the exploitation of any worthwhile and honest business he will apply this principle with profit to his own business in the future.

# Dealer Activities

## SYRACUSE WEST END GETS BUICK DEALER

Syracuse, N. Y., Dec. 9.—The Ross Automobile Company, Buick distributor, announces the appointment of George E. McEachron, local automobile dealer, as special Buick dealer for the West End. The Ross company will continue to sell at retail from its East Genesee Street showroom.

## ILLINOIS DEALER RAISES STOCK TO \$25,000

Chicago, Dec. 9.—The Illinois Motor Sales Corporation at 5300 Broadway, dealer for Nash, has just increased its capital stock from \$12,500 to \$25,000. One of the main stockholders is R. C. Crist, who is associated with Edwards & Crist, former automobile and motorcycle dealers on Michigan Avenue. The company is under the management of J. C. Leduc.

## MARYLAND DEALERSHIP MOVES TO FREDERICK

Frederick, Md., Dec. 9 (U. T. P. S.).—Announcement has just been made of the formation of the Young Motor Company, with a capital stock of \$30,000, to handle Willys-Knight and Overland cars in Frederick. Incorporators are S. L. V. Young and Ida L. Young of Hagerstown, Md., and Glenn C. Young of Frederick. The company is successor to a partnership which has been doing business in Hagerstown. Offices and stock will be moved here. Glenn C. Young, who has been in charge of the plant at Hagerstown, will be manager of the new company.

## USED CAR BUILDING FOR PORTLAND DEALER

Portland, Me., Dec. 9.—The Gray-Son Motor Company, dealer for the Studebaker car, has just hired a building in the rear of its present show rooms for display of used cars in the manner that new machines are shown. The building has a capacity of 55 cars, and persons buying used automobiles now will receive free storage space until they take them out in the spring.

## NEW MANAGEMENT FOR ROME CHRYSLER DEALER

Rome, N. Y., Dec. 9.—J. D. Kistner and R. H. Stuber of Utica, proprietors of the Highland Garage in that city, have just taken over the management of the Copper City Motor Sales Company in this city, handling the Chrysler. They will also service the Chrysler and the Paige and Jewett here.

## Advertisers Scheduled in the Automotive Daily News

Apperson Automobile Co.  
Automotive Rotary Lift Co.  
Bendix Brake Co.  
Buick Motor Co.  
Byrne-Kingston Co.  
Chevrolet Motor Co.  
Chrysler Sales Corp.  
Continental Motors Co.  
Detroit Carrier Mfg. Co.  
Durant Motors, Inc.  
Flint Motor Co.  
Fried Brothers, Inc.  
General Motors Corp.  
Hewitt Rubber Co.  
Hupp Motor Car Corp.  
Irving Engineering Sales Co., Inc.  
J. H. Newmark, Inc.  
Juhns Carburetor Co.  
Kelllogg Mfg. Co.  
Locomobile Co. of America  
Manhattan Insulated Wire Co.  
New Departure Mfg. Co.  
No-Carb Sales Co.  
Oakland Motor Car Co.  
Paige-Detroit Motor Car Co.  
Pierce-Arrow Motor Car Co.  
Rawlings Co. of America  
Rickenbacker Motor Co.  
Rowe, Inc., Wm. L.  
Staynew Filter Corp.  
Stewart Motor Corp.  
Ternstedt Mfg. Co.  
U. S. Light & Heat Corp.  
Willys Overland, Inc.  
Willis Santa Claire, Inc.  
Wire Wheel Corp. of America  
Wisconsin Parts Co.  
Wise Industries, The  
Wonderlamp.

These advertisers already recognize the importance of this daily newspaper as a medium for reaching the entire industry quickly.

You eventually will count the AUTOMOTIVE DAILY NEWS as the most efficient medium to reach the trade.

## WILLYS-OVERLAND SALES FOR GALESBURG, ILL.

Galesburg, Ill., Dec. 9.—A. L. Mulvaney and F. L. Hitchcock have just organized the Galesburg Overland Company to represent the Willys-Overland cars in this city. The firm is located at 366 East Simmons St.

## NEW DEALER OPENS AT JACKSONVILLE, ILL.

Jacksonville, Ill., Dec. 9.—F. F. Stevens has just opened a garage and sales establishment at 320-324 South Main St., and will distribute several lines of cars. His company will be known as the F. F. Stevens Motor Sales, and capital stock has been fixed at \$20,000.

## TRUCK SALESMAN ADDED BY L. W. JORDAN CO.

St. Paul, Minn., Dec. 9.—The L. W. Jordan Company, Dodge dealer, has just added Wilson B. Wells to its truck sales department, in line with a sales expansion program recently adopted.

## WASHINGTON FIRMS MAKE BUSINESS CHANGES

Olympia, Wash., Dec. 9.—Changes in Washington corporations include the following:

Hale-Morton Taxi and Auto Company, Bellingham; amendment filed changing name to Yellow Cab Company of Bellingham.

Sunset Electric Company, Seattle; amendment filed by R. W. Huntoon, Seattle, increasing capital stock from \$100,000 to \$250,000; concern deals in all types of electrical equipment.

## BORDEN RE-ENTERS TRADE

New Bedford, Mass., Dec. 9 (U. T. P. S.).—Harry E. Borden has just joined the sales force of Stephen D. Pierce, local Nash and Ajax dealer. Mr. Borden returns to the automotive industry here after an absence of nearly ten years, during which time he was a mill executive and creamery manager.

## COX NEW SALESMAN

San Diego, Cal., Dec. 9.—William L. Addington, of the Addington Auto Sales, 4th and University, local Paige and Jewett dealers, announces the addition of Fred Cox, former newspaperman, to his sales force.

## FRTSCHE IN NEW LINE

Cleveland, Dec. 9.—J. H. Fritzsche, assistant factory manager of the Peerless Motor Car Company, has just resigned after more than ten years' service, to become assistant sales manager of the W. B. Wilde Company, Peoria, Ill., manufacturers of Hart oil burners. W. H. Frezer, formerly with the Peerless factory here, is general sales manager of the Wilde organization.

## HARKINS KIWANIS CHIEF

Tacoma, Wash., Dec. 9.—Leo W. Harkins of the Mueller-Harkins Motor Company, of this city, has just been unanimously elected president of the Tacoma Kiwanis club for 1926.

## ESKRIDGE IN FLORIDA

Syracuse, N. Y., Dec. 9.—Ben L. Eskridge has just resigned as vice-president and manager of the C. F. Gilmour Company, Inc., and has left for a month's stay in Florida. He said he will become a Dodge Brothers dealer in a nearby city about January 1.

## POLK MADE MANAGER

San Francisco, Dec. 9 (U. T. P. S.).—The branch here of the Durant Motor Company of California has just announced the promotion of Glen Polk, who has been assistant sales manager for Star cars, to be sales manager. He succeeds Ray Brouillet, who has resigned to take up sales promotion work. H. M. Circle has been named assistant sales manager.

## "Our Foreign Field"

## PERU USING CARS ON NEW ROADS

## Demand for Automobiles Grows as Highways Are Built

By JOHN D. LONG

New York, Dec. 9.—The ancient Incas were great roadbuilders," says Eduardo Higginson, consul general at New York for the Republic of Peru, "but they resorted to conscription, employing for this purpose hundreds of thousands of Indians."

"Conditions have changed, but something of the same method is in use today in Peru, for, since 1920 a law has been in operation under which each male Peruvian from the age of 18 years to 50 years must supply yearly twelve days of work in constructing highways.

"There is a great roadbuilding program now on in Peru. The government at this time has under construction forty-eight great highways. There are many others being built by municipalities and the work is proceeding with great enthusiasm. We want automobiles, but to use them we require roads, and roads we are going to have."

When asked as to the importation of automotive products into Peru, Consul General Higginson said: "Last year we imported 1576 passenger cars and 1,116 trucks, tractors and motor buses. Practically all of these came from the United States. In fact, we get all our motor products from the United States, with the exception of an occasional high-priced car from some country like France or England.

"The customs duties on imported cars are not heavy," said the consul general. "On cars valued at less than \$2,500 the duty is 15 per cent. ad valorem. On cars valued between \$2,500 and \$7,500, the duty is 25 per cent. ad valorem, and on values above \$7,500 the tariff is 35 per cent. ad valorem."

Peru is a land with a territory of more than half a million square miles and a population approaching 5,000,000. There is room for a great increase in the number of passenger cars and trucks, because as yet the supply is quite inadequate to the needs of that country.

During the first seven months of 1925 we exported to Peru 968 trucks valued at \$811,349 and 742 passenger cars worth \$633,303.

"Speaking in general terms," said Mr. Higginson, discussing motor transport, "better roads will promote social intercourse, carry education and the finer elements of civilization to the indigenous inhabitants and increase private and public wealth."

"As a particular illustration, there can be cited the road built not very long ago between Lima and Canta. Before the time of this road Canta had no outlet for its products, whereas now it can secure favorable prices for what it can raise, while at the same time the people of Lima get a greater supply, with consequent tendency toward a reduction in the cost of living. Canta, of course, in turn, can now purchase what it needs and haul the goods home on a more advantageous basis.

"Extending inland from the coast, earth or gravel roads can be constructed by machines with comparatively little effort and greatest results per dollar spent. In the mountainous section the roads are being built by mining methods, but fortunately the labor is reasonably abundant and skillful. With the road conscription law, both types of road-building can be carried forward at once."

"A way of helping us will be for manufacturers of machinery and automobiles to take into account the peculiar characteristics of our country, such as altitudes, grades, poor roads and inexpert chauffeurs, when offering automotive equipment for sale in Peru."

## Classified Advertising

### CLASSIFIED RATES

5c a word (per daily insertion)

If 6 consecutive insertions are used, the 6th insertion is free. If 12 consecutive insertions are used, the 11th and 12th insertions are free. Minimum classified advertisement accepted, 12 words; if display type is used, 18 words. Maximum, as much as you like. Correct amount must accompany order or advertisement will not be inserted. Send cash, check or money order to Automotive Daily News, 1926 Broadway, New York, N. Y.

### BUSINESS OPPORTUNITIES

EXPERIENCED automobile electrician and battery man wanted to start business in new garage in fine location in center of city on Post Road traffic. If right man would consider silent partnership. Address Box 53, Automotive Daily News.

I AM in a position to finance a small manufacturing business. If you have something you think is worth while, that has good possibilities in the automotive field, write and make an appointment.

You have read this ad, so will other people read yours, if placed in our classified columns.

THE ADVERTISEMENT below contains 50 words, and at 5c a word will cost you \$2.50.

6 consecutive insertions, the sixth insertion free, will cost \$12.50.

12 insertions, the 11th and 12th insertions being free, will cost \$28.

EXPERIENCED automobile electrician wants form active silent partnership with live car dealer, the dealer or manager will go anywhere: have all capital needed; what I want is to meet the right man; if you are turning electrical business away, here's a chance to "cash in" on it. Address Box No. X. Y. Z. Automotive Daily News.

### FOR SALE

GARAGE business for sale at a sacrifice; fully equipped machine shop; storage more than pays overhead; other business interests force me to sell. For particulars write F. Townsend, 115 N. Church St., Rockford, Ill.

FORD DEALER, 100 miles from New York City, will sell or lease entire business, land, buildings, etc. Annual sales \$200,000. Must sell for good reason. Write Box 54, Automotive Daily News.

FOR SALE—Garage and authorized Studebaker agency. On corner of the principal street and state highway of this fast-growing incorporated village. My reason for so doing is ill health.

You have read this ad, so will other people read yours, if placed in our classified columns.

### HELP-WANTED

DISTRICT MANAGER WANTED

Leading manufacturer of automotive accessories has an opening for a district manager about 30 to 35 years old. Must have car. Applicant must also have a successful sales record and be capable of selling dealers and distributors. Connection is permanent and with the commission arrangement offered the first year's earnings should be \$5,000 to \$10,000 with a consistent increase each successive year. A good opening for a good man. If interested write, giving full information as to previous experience and connections. Address Box No. 52, Automotive Daily News.

## Incorporations

### NEW YORK STATE

Albany, Dec. 9.—New incorporations just announced are:

Central Brooklyn Omnibus Corporation, Brooklyn, \$250,000; to operate an omnibus line; Samuel Seiderman, 750 Eastern Parkway; Edward McDonald and Thomas F. Torley.

Winbert Realty Company, Inc., Manhattan, \$30,000; to conduct garage and automobile business; Louis Rosenberg, 800 Riverside Drive; Alex Geiger and Morris Salzberg.

Gurian & Breyer Construction Corporation, Yonkers, \$20,000; to erect garages and houses; Henry and Henny Gurian, 15 Pier St., and Moe Breyer.

## Fire Losses

### \$4,000 GARAGE LOSS

Peoria, Ill., Dec. 9.—Fire in the battery repair section of the Yellow Cab garage, 700 Block State St., caused \$4,000 loss. Twenty cars stored in the building were moved to safety.

### \$2,500 GARAGE BLAZE

Saco, Me., Dec. 9.—The E. M. Fenderson Garage on Upper Main Street has been damaged by fire to the extent of about \$2,500.

### CONTRAST WITH FRANCE

Washington, Dec. 9.—In the United States there is a motor car or truck for every six persons, costing an average of \$1,000, as contrast with France where there is a bicycle costing about \$25 for about every six persons.

## OF ALL TIMES, WHY NOT ADVERTISE DURING SHOW WEEKS ?

DURING each day of the National Automobile Shows—while thousands of dealers and jobbers are fretting because they could not go to the Shows—your "big story" relative to your merchandise, your exhibit, new sales plan, etc., etc., will make a greater impression in the consciousness of the trade than at any other time.

By use of the AUTOMOTIVE DAILY NEWS, for instance, an exhibitor conducting a merchandising convention at the Shows on a certain day, can broadcast a special announcement concerning it to the trade everywhere, on the SAME DAY. And news of this gathering will be sent out the following day!

Through the AUTOMOTIVE DAILY NEWS, advertisers can reach business men in the industry who are representative of the progressive element—the retailers, wholesalers and manufacturers most interested in all things that spell progress and profits.

*Set the Pace With Your Advertising! Present-Day Merchandising Requirements Demand It!*

## SEND YOUR SPACE RESERVATION FOR SHOW-TIME ADVERTISING AT ONCE!

Daily Distribution during show weeks  
—in excess of 20,000 copies per issue.